IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor: John Glen Cousineau et al.

Serial No.: 10/541,620 **Group Art Unit**: TBA

Filed: 01/09/2005 **Examiner:** TBA

For: DISTRIBUTED SYSTEM ENABLING INTEGRATION AND AUTOMATION OF MARKETING, SALES AND SERVICES

Mail Stop Petitions
Commissioner for Patents
P. O. Box 1450
Alexandria, VA 22313-1450

PETITION UNDER 37 CFR § 1.47(a)

This Petition under 37 CFR § 1.47(a) ("Petition") is submitted on behalf of the Applicants. The Petition requests that the Commissioner accept the filing of the above-identified patent application and accompanying Combined Declaration and Power of Attorney ("Declaration") as being in compliance with 37 CFR §§ 1.63 and 1.67, without the signature of one of the inventors, Michael Johnston, who refuses to sign the Declaration. (It is noted that in the original application papers and in the Declaration, "Michael Johnston" is incorrectly identified as "Michael Johnson".)

The Patent Office is hereby authorized to charge the Petition fee, and all other fees related to this filing, to Deposit Account 50-0988 in the name of Kaye Scholer LLP.

Enclosed are the following:

1. Declaration of John Cousineau ("Cousineau Decl."), co-inventor and President of Innovative Information, Inc., 2775 West 42nd Avenue, Vancouver, British Columbia, Canada V6N 3G4, the assignee of the above-identified patent application;

2. Supplemental Declaration of John Cousineau ("Supp. Cousineau Decl.");

3. Declaration of Kerrie L. Manderscheid ("Manderscheid Decl.");

4. Response to Notice of Missing Parts ("Notice"), including:

   a. Copy of Notice;

   b. Declaration signed by all of the inventors except for Michael Johnston;

5. Petition for Extension of Time.

The last known and current address of the non-signing inventor, Michael Johnston, is believed to be Kalkarer Strasse 2, 40547, Düsseldorf, Germany. The last known and current email address of the non-signing inventor is lastobelus@mac.com.

As described in the Cousineau Declaration, the non-signing inventor, Michael Johnston, was employed by Innovative Information, Inc. during the invention of the subject matter of the application. ("Cousineau Decl., ¶ 3). Mr. Johnston signed an Employment Contract that stated that "all IP related to or developed during or as a result of the collaborations under this agreement will be the sole property of IIINC [Innovative Information, Inc.] . . . MJ [Michael Johnston] assigns to IIINC any and all rights he may have in and to such IP including . . . ." (Cousineau Decl., ¶ 4, Exh. A). Mr. Johnston did not provide a mailing address. (Id. at ¶ 7).

On or around May 1, 2005, Mr. Johnston filed his last time sheet with Innovative Information, Inc. (Id. at ¶ 5.) After that, he moved to Germany and did not leave a forwarding address. (Id.).

Diligent efforts have been made to locate Mr. Johnston in order to obtain his signature on the Declaration. For example, Mr. Cousineau conducted several online Google™ searches for Mr. Johnston. (Id. at ¶ 6). He also sent emails to Mr. Johnston's last known email address (lastobelus@mac.com), which was provided by another inventor, Ivar Vasara. (Id. at ¶ 8). This email address matches the email address found by Mr. Cousineau, in an online Google™ search for "web objects, " in which Mr. Johnston is an expert. A link was provided to WOCode.com, where "Michael Johnston" is listed with an email address matching the email address given above. (Id. at ¶ 8).

Mr. Cousineau emailed a copy of the filed application to Mr. Johnston at that address on February 20, 2006, by "certified" Amacus email. (Id at ¶ 9, Exh. C). Amacus email automatically generates a record of a recipient's "clicking" to open an email. (Id. at ¶ 9). The email included a Declaration and Power of Attorney, an Assignment, and a request for Mr. Johnston to execute the documents. (Id. at ¶ 11, Exh. D (incorrectly addressed to "Colin")). Mr. Cousineau received an indication that Mr. Johnston opened the email on February 25, 2006, by the Amacus system. (Id. at ¶¶ 10, 11, Exh. E). On April 11, 2006, Mr. Cousineau again emailed Mr. Johnston, to correct the error in the name in the email of Exhibit D. (Id. at ¶ 12, Exh. F). On June 16, 2006, Mr. Cousineau again emailed Mr. Johnston, asking him to sign the Declaration and Power of Attorney. (Id. at ¶ 15, Exh. G.) Mr. Johnston did not reply to any of these emails.

In addition, the undersigned attorney had online searches conducted for Michael Johnston in Vancouver, British Columbia, on WhitePages.com, which resulted in one listing for Michael Johnston at 2952 Altamont Cres, West Vancouver, BC V7V 3C1 (604-925-4520). A search was also conducted for Michael Johnston in Germany on Infobel.com. Two listings were found:

1) Kalkarer Str. 2, 40547, Düsseldorf, Germany (0211 171 56 89); and 2) Gastevstr. 7A, 61476 Kronberg (06173 787 17). The search results were sent to Kerrie L. Manderscheid, an intellectual property paralegal at MBM & Co., Vancouver, Canada, that represents Innovative Information Inc. with respect to this patent application, by email. (Manderscheid Decl., ¶ 1, Exh. A). Ms. Manderscheid forwarded the search results to Mr. Cousineau, who forwarded it to Ivar Vasara to ask him to identify Michael Johnston's address. (Manderscheid Decl. ¶ 4, Exh. B; Supp. Cousineau Decl. ¶ 4). Mr. Vasara informed Mr. Cousineau that Michael Johnston resides in Düsseldorf. (Supp. Cousineau Decl. ¶ 5; Manderscheid Decl. ¶ 4, Exh. B). Mr. Cousineau then asked Ms. Manderscheid to send a courier package containing the documents to Michael Johnston at the Düsseldorf address. (Supp. Cousineau Decl., ¶ 6). Ms. Manderscheid sent an overnight courier package by TNT Couriers on July 6, 2006, under tracking number 828053892, including copies of the letters previously sent by email, the filed application, the Declaration and Power of Attorney, and Assignment, and a note requesting execution and return of the documents by July 14, 2006. (Manderscheid Decl., ¶¶ 5, 6, 10, Exh. C).

TNT Couriers attempted to deliver the package on July 10, 11, 12, and 26, 2006. (Manderscheid Decl., ¶ 7, Exh. D). TNT Couriers also left Parcel Delivery stickers at the address, and called a phone number that was also found in the Infobel search (Manderscheid Decl., ¶ 2, Exh. A). As of August 1, 2006, Michael Johnston had not communicated with TNT Couriers. (Id. at 9).

It is respectfully requested that the Commissioner accept the filing of the above-identified patent application and accompanying Combined Declaration and Power of Attorney

("Declaration") as being in compliance with 37 CFR §§ 1.63 and 1.67, without the signature of one of the inventors, Michael Johnston.

Respectfully submitted

KAYE SCHOLER LLP

By: _____
Brandon N. Sklar
Reg. No. 31, 667

KAYE SCHOLER LLP
425 Park Avenue
New York, NY 10022
Telephone: (212) 836-8653
Facsimile: (212) 836-8689

FACTS IN SUPPORT

The below factual account is based on actual knowledge to those facts performed by the Assignee and information and belief to those performed by others.

1. I am the President of Innovative Information Inc., the Assignee of U.S patent application No. 10/541,620 (the "Application"), and the former employer of the Inventor/Applicant, Michael Johnston, of the present application, and as such, I have personal knowledge of the facts hereinafter deposed to except where stated to be on information and belief, in which case I verily believe them to be true.

2. On July 7, 2005, the Application was filed with the United States Patent and Trademark Office and was assigned Serial No. 10/541,620, based on International Patent Application No. PCT/CA2004/000041 filed January 9, 2004.

3. During the invention of the subject matter of the Application, Michael Johnston was employed by the Assignee, Innovative Information Inc.

4. During his employment, Michael Johnston signed an employment contract, which places him under a contractual obligation to assign any and all rights to all IP related to or developed during or as a result of the collaborations during his employment with Innovative Information Inc. will be the sole property of Innovative Information Inc. A copy of the executed employment contract is attached hereto. (See Exhibit "A")

5. On or around **May 1, 2005** Michael Johnston filed his last timesheet with us. Sometime thereafter he moved to Germany. He did not leave a forwarding address.

6. I conducted a Google™ search for ["Michael Johnston" AND germany] and was unable to locate a mailing address. The primary returned results were for an AT&T Labs researcher who is not the Michael Johnston named in our patents application. I then conducted a Google™ search for ["Michael Johnston" AND germany AND lastobelus] (the last term being his last known internet alias). It returned only two results, neither of which disclosed either a phone number or a mailing address.

7. Throughout his tenure as a contractor, Michael Johnston provided no information as to his mailing address. This includes his resume, a copy of which is attached (See Exhibit "B")

8. The last known email address of Michael Johnston is lastobelus@mac.com. It was supplied to us by Ivar Vasara, another of the named inventors, who has remained in periodic on-line contact with Michael Johnston since his move to Germany. Validated by a Google™ search: the only two recorded search results on for ["Michael Johnston" AND germany AND lastobelus] both included references to Web Objects, a technology from Apple that Michael is an acknowledged expert in.

9. On February 20, 2006, a copy of the filed application including the drawings, was emailed to Michael Johnston, at his last known email address, by 'certified' Amacus email, a copy of which is attached. (See Exhibit "C").

10. The event history of click actions by the mail recipient is automatically generated by Amacus. As Michael Johnston clicked to retrieve the documentation emailed to him, Amacus automatically generated a record of that click and added it to the 'event history' within Amacus. The data so reported can only be generated as a consequence of the recipient's clicks, and clicks can only be

recorded from an Amacus email message that has been successfully delivered to the declared recipient.

11. On February 25, 2006, (at 2:57pm Pacific Time) Michael Johnston (as lastobelus@mac.com) clicked to retrieve the covering letter regarding the Declaration and Power of Attorney and Assignment of Invention documents, a copy of which is also attached. (See Exhibit "D"). This information is confirmed by the associated 'event history' which was auto-generated by Amacus. It shows the dates and times of each event associated with delivering the content to Michael Johnston, and his decision to retrieve it (see Exhibit "E").

12. On April 11, 2006, I realized I'd sent Michael instructions addressed to Colin Johnston, rather than Michael Johnston. I then emailed Michael (at 8:40am Pacific Time) a follow-up email with the corrected instructions, personalized for himself. (See Exhibit "F").

13. The correspondence sent to Michael Johnston requested that he review and sign the Assignment documents.

14. The correspondence also requested that Michael Johnston contact the undersigned and/or return the signed Assignment documents no later than April 30, 2006.

15. On June 16, 2006, I sent Michael Johnston an Amacus email with instructions requesting that he sign and return the Power of Attorney document by June 22, 2006. (See Exhibit "G")

16. At this time, the Assignee has not received any correspondence from Michael Johnston relating to signing the combined Declaration/Power of Attorney nor Assignment documents.

17. I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, and under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

John Cousineau

Date: June 26/06

This Alliance Agreement is entered effective as of December 1, 2000 by and between **innovative information inc.** (IIINC), a British Columbia company, of 2775 West 42nd Avenue, Vancouver, B.C., V6N 3G4 and **MICHAEL JOHNSTON** (MJ), sole proprietor.

Background and Objectives

IIINC provides strategic consulting services to clients related to digitizing knowledge, accelerated learning, and accessing web-based markets and has developed a web-based interface and information architecture to support these activities. IIINC desires to expand its services, customer base and revenues.

MJ provides multimedia production, database development, web commerce, and related computer programming services. MJ desires to demonstrate and enhance his technical skills and to expand his revenues.

IIINC and MJ believe that emerging technologies afford opportunities for their business and professional growth and have determined that an alliance between them, utilizing their respective strengths, represents an effective method to exploit those opportunities by providing, developing and marketing innovative value-added services to existing and prospective IIINC customers.

The objectives of this Alliance Agreement are to:

(a) Provide an initial foundation for a mutually beneficial long-term working relationship whereby IIINC and MJ each provides support for the other's professional and income growth strategy and each gains a trustworthy and reliable associate in pursuing that growth strategy.

(b) Delineate the respective responsibilities and contributions of IIINC and MJ with respect to this alliance and their respective rights and obligations relating to know-how and intellectual property developed and/or exchanged in support of alliance projects.

Exhibit "A"

Alliance

IIINC and MJ agree to collaborate on the provision, development and marketing of services to IIINC's customers, and the maintenance and development of related support systems and technical knowledge, and in connection therewith to each make the contributions provided for below. The initial term of this agreement shall be for a five month period ending April 31, 2001, subject to review as to the financial viability of the collaboration, and as to the fairness and appropriateness of the respective contributions, not later than three months into the term of this agreement. This agreement and collaboration is not intended to create a joint venture, partnership. license or other formal entity or any agency or employment arrangement, and the relationship between the parties is that of independent contractors having only those rights and obligations expressly provided for. Accordingly, as an independent contractor, MJ shall be solely responsible for withholding, reporting and remitting all amounts required by law to be withheld, reported and remitted in respect of any compensation received for his services and contributions under this agreement and MJ shall indemnify IIINC for any claims, costs or liabilities which IIINC may incur in connection therewith.

IINC Contributions:

marketing and relationship management:

IIINC will market and promote to its clients services that MJ is uniquely able to provide as value-added to IIINC.'s standard services and will manage client relationships in ways that promote MJ's continued contributions to client requirements, all with a view to generating requirements for MJ's full-time professional services on IIINC specified tasks and projects.

training:

IIINC will identify and cost share with MJ training opportunities that will further enhance the marketability of MJ's services and the growth of IIINC relationships dependent on MJ's services.

renumeration:

IIINC agrees to pay MJ throughout the term of this agreement an all-inclusive fee at the rate of $30.00/hour for full-time professional services rendered on IIINC specified tasks and projects on the understanding that:

- 70% of all hours worked will be billed and collected
- 30% of all hours worked will be spent on system maintenance, business development, and training with priorities for these tasks set jointly by IIINC and MJ
- IIINC's continued business development initiatives yield sufficient revenue growth in 2001 to cover this renumeration commitment.

MJ's Contributions:

services:

MJ agrees to provide and market his professional services as described above exclusively via IIINC and under the IIINC brand and may not assign any of his rights or obligations under this agreement.

participation in business development:

MJ will identify for, and with, IIINC, market development opportunities afforded by emerging technologies and participate with IIINC in setting priorities for IIINC and MJ joint pursuit of business development opportunities afforded by IIINC.'s clients, emerging market opportunities, and IIINC/MJ's combined resources.

quality assurance:

MJ will participate in budgeting the time and other resources required to complete projects to client specifications, and perform adequate design and testing to ensure that his contributions meet client requirements within the approved budget.

IP:

MJ will contribute, by his services (and in consideration of the compensation and other contributions from IIINC) under this agreement, to intellectual property (IP) already held and to be held in the name of IIINC. MJ agrees that all IP related to or developed during or as a result of the collaborations under this agreement will be the sole property of IIINC and will not be used, disclosed, re-sold, re-purposed, or re-distributed other than by IIINC. MJ assigns to IIINC any and all rights he may have in and to such IP, including copyright, and waives any and all related moral rights.

Other Terms:

MJ acknowledges that as a result of the collaborations under this agreement he will have access to and become aware of and entrusted with information and data concerning IIINC and its clients and their respective businesses, products, services, know-how, finances, plans, opportunities, business associates and other matters which ought to be considered confidential from its nature (Confidential Information), the improper use or disclosure of which would be highly detrimental to the proprietary and legitmate business interests of IIINC and/or such clients. MJ agrees that at all times both during and after the collaborations and the term of this agreement he will keep strictly confidential all Confidential Information and will not directly or indirectly use, disclose, publish, make available, or seek to protect any Confidential Information for any reason whatsoever without the prior written consent of IIINC, which consent may be arbitrarily withheld. MJ will indemnify IIINC and/or such clients as a result of any claim, loss, cost or liability whatsoever either of them incur due to any breach by MJ of this confidentiality provision.

MB agrees that he will not, at any time during the term of this agreement and for 18 months following the termination or expiration of this agreement, directly or indirectly: (a) engage in or own or have any interest in, act as an employee, consultant, agent, officer, or director of, or assist in any way or capacity, any person, firm, corporation or other entity which is engaged in a business which competes with the business engaged in by IIINC or which solicits, serves or caters to the clients of IIINC; or (b) employ or otherwise engage the services of any employee or consultant of IIINC or solicit or attempt to induce any such employee or consultant to leave or terminate such employment or engagement with IIINC.

The provisions set out above regarding IP, confidentiality, non-competition and non-solicitation shall survive the termination or expiration of this agreement.

Agreed to by,

John Cousineau
President
Innovative Information Inc.

December 1, 2000
Date

Agreed to by,

Michael Johnston
Sole Proprietor

December 1, 2000
Date

Michael Johnston EMAIL: lastobelus@yahoo.com

Profile—Web Application Development

- **10 years** experience in web development, programming & desktop publishing, with **proven problem-solving abilities** and well-honed **user-interface design skills.**

Imaginative • Versatile • Competent • Enthusiastic

Qualifications

- Highly proficient in server-side Java, WebObjects, Client/Server techniques, Object-Oriented Programming.
- Top-gun with JavaScript & DHTML, CSS.
- Skilled at Relational Database Design, Publishing Automation, AppleScript, FileMaker, regular expressions.
- Experience with Design Patterns, UML, Refactoring. Excellent understanding of OO fundamentals. A talent--possibly an obsession--for abstraction and reuse.
- Experience developing under Unix, Mac OS, Mac OS X Server, Windows 98. Experience with ProjectBuilder, Code Warrior, Make, CVS. Experience planning and organizing small (3-6 man-month) projects. Good understanding of software lifecycle models. Familiar with development processes.
- Knowledge of XML, XSL, XHTML, Perl, C++, JSP, Servlets, Pascal, Visual Basic, Access, Frontbase.
- Some familiarity with Linux, SQL, Python, Smalltalk, Lisp, Prolog, various assembler languages, Scheme, Curl, Flash, RealBasic
- Extensive experience using PhotoShop, Quark XPress, FreeHand, and automating Excel & Word

Experience

Planetactive GmbH—**Senior Developer**—May. 2001 to present

- Tech lead in development of enterprise websites using WebObjects, Java, Oracle.
- Recommendations for implementing development processes, and for the refactoring of a large legacy application to eliminate scalability problems.

Innovative Information Inc.—**Senior Developer**—Dec. 2000 to May 2001

- Design and development of Imageer, a web application for designing and processing dynamic graphics for web and database publishing applications. ("Front-End" is a WebObjects application, image processing tier is a servlet that implements a recursive Command pattern, graphics processing primitives developed in Java 2D API and Java Advanced Imaging API)
- Recommendations for implementing development processes, and for the refactoring of a large legacy application to eliminate scalability problems.
- Architectural design of Amacus, a relationship-marketing tool.

JMLTech.com—**CTO**—Nov. 1998 to Nov. 2000

- Conceived, promoted, and prototyped Content Wizard -- a web-delivered Website Content Management System.

- Conceived, promoted, prototyped, and developed NavBuilder—an n-tier web application that allows easy creation/management of a website's navigational graphics. Developed web interface and database tiers using WebObjects; graphics processing tier used Fireworks graphics engine.
- Conceived and developed prototypes for custom e-commerce solutions and a print-on-demand web application using WebObjects, the NavBuilder technology, and ReportMill.
- Developed beta version of WOUnit, an open-source tool for integrating JUnit unit-testing API with WebObjects (see http://opensource.jmltech.com)
- Managed team of three developers and one graphic designer

Trespass Media—**Freelance Desktop Publishing/Graphic Design**–Nov. 1996 to Nov. 1998

- Implemented Frontier/FileMaker/XPress/Access-based solution to publish customized colour catalogs of movie extras. System included automated publishing of Access database on PC network to a Macintosh-based publishing system. Conceived, coded, and implemented a system to automate the capture and formating of digital photos of movie extras
- Designed and implemented an extensively customizable documentation browser called userVerble for viewing Frontier documentation, using FaceSpan and Frontier. Extended userVerble to be configurable via property lists to browse other document formats.
- Implemented a VisualBasic and Microsoft Excel-based estimating tool that now helps owner make landscaping quotes that are much more accurate than previous "eyeballing it" method.
- Created a JavaScript-& FileMaker-based web catalog of T-shirts, using Frontier for content management. Extensive JavaScript produced a phenomenal client experience on this early e-commerce site.
- Designed and produced logos, business packages, flyers, posters, product packaging, newsletters, and original digital illustrations

jkj Marketing Design—**Partner**—Jan 1996-Nov 1996

- Designed and developed membership database. Included work & project logs and basic accounting features. Produced in Userland Frontier + FileMaker.
- Designed and coded websites with extensive JavaScript
- Participated in organization and governing of 50+ member high-tech artist's community
- Achieved my 15 minutes of fame when we created, produced and marketed "Dole for Pineapple, Not for President" campaign. Covered on CNN, PBS, and local TV networks. My 15 minutes of fame: selling an armload of the t-shirts to William Baldwin as the CNN news cameras rolled outside the Republican convention.
- Designed and produced newsletters, signage, logos, business packages, flyers, posters, product packaging

The Wandering Poet---Nov. 1994 to Dec. 1995

- Produced and marketed chapbooks, prints and framed prints of many of my poems
- Performed readings in cafés and showed my work to more than 10,000 people

Other Employment & Experience

Freelance Desktop Publishing/Graphic Design---1988 to 1994

H.B. Publishers ---Production Manager/Assistant Editor---1991-1992 (part-time)

Copies Now---Production Manager---1991

Bell Northern Research---Programmer---1988

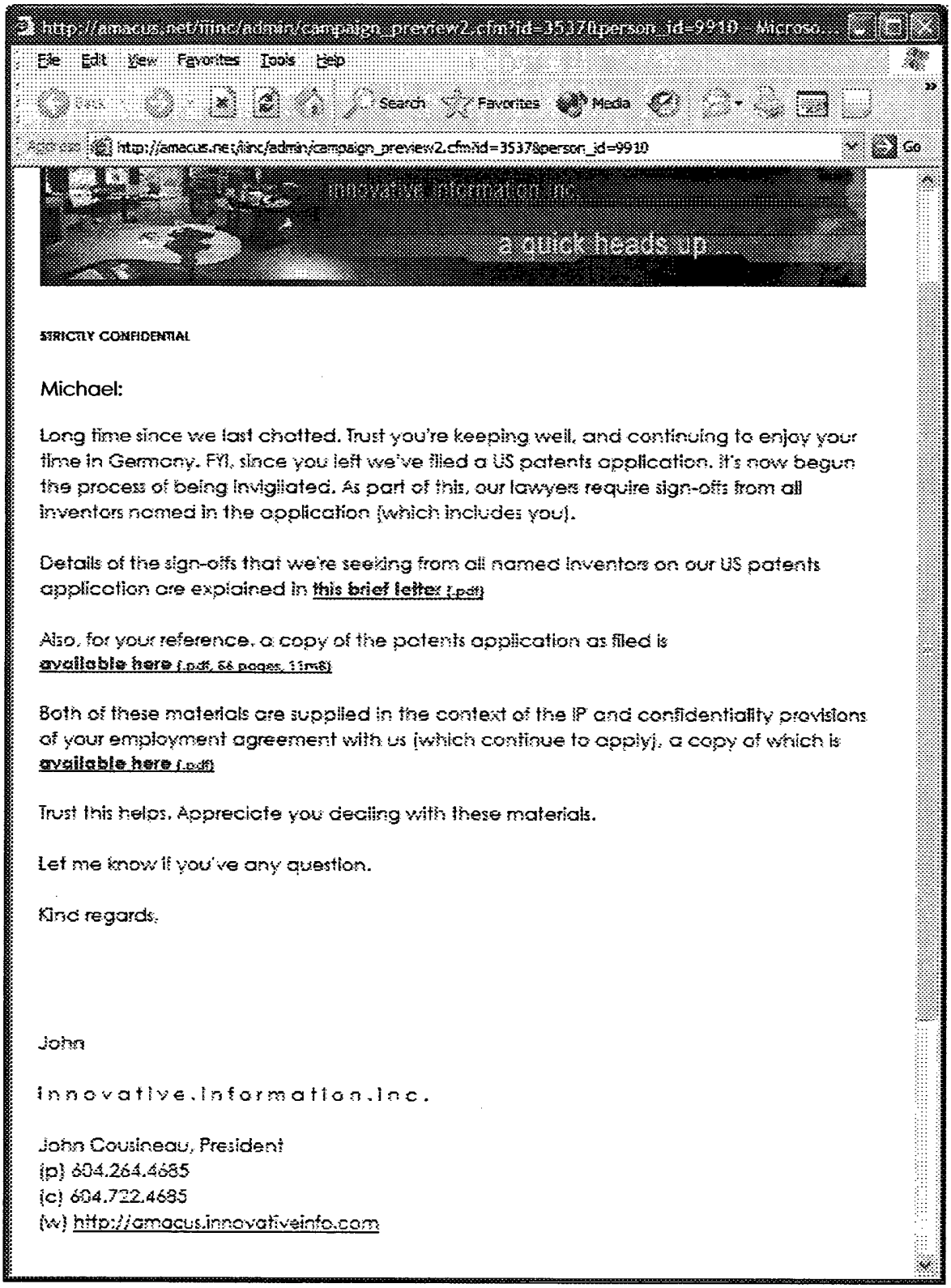
- Assisted in software development for Meridian NorStar Digital Key Systems

CemCorp---Programmer---summer 1986

Education

- Extensively and continually self-taught, using the Internet, books, and learning projects that I create
- WebObjects I & II – Apple Computer – 1999
- Computer Engineering---Waterloo University---1985, 1987
- Writing Seminars, Philosophy, Computer Science---Toronto University---1986

EXHIBIT C : Email sent February 20, 2006 at 3:26pm Pacific time



STRICTLY CONFIDENTIAL

Michael:

Long time since we last chatted. Trust you're keeping well, and continuing to enjoy your time in Germany. FYI, since you left we've filed a US patents application. It's now begun the process of being invigilated. As part of this, our lawyers require sign-offs from all inventors named in the application (which includes you).

Details of the sign-offs that we're seeking from all named inventors on our US patents application are explained in **this brief letter** (.pdf)

Also, for your reference, a copy of the patents application as filed is **available here** (.pdf, 68 pages, 11mB)

Both of these materials are supplied in the context of the IP and confidentiality provisions of your employment agreement with us (which continue to apply), a copy of which is **available here** (.pdf)

Trust this helps. Appreciate you dealing with these materials.

Let me know if you've any question.

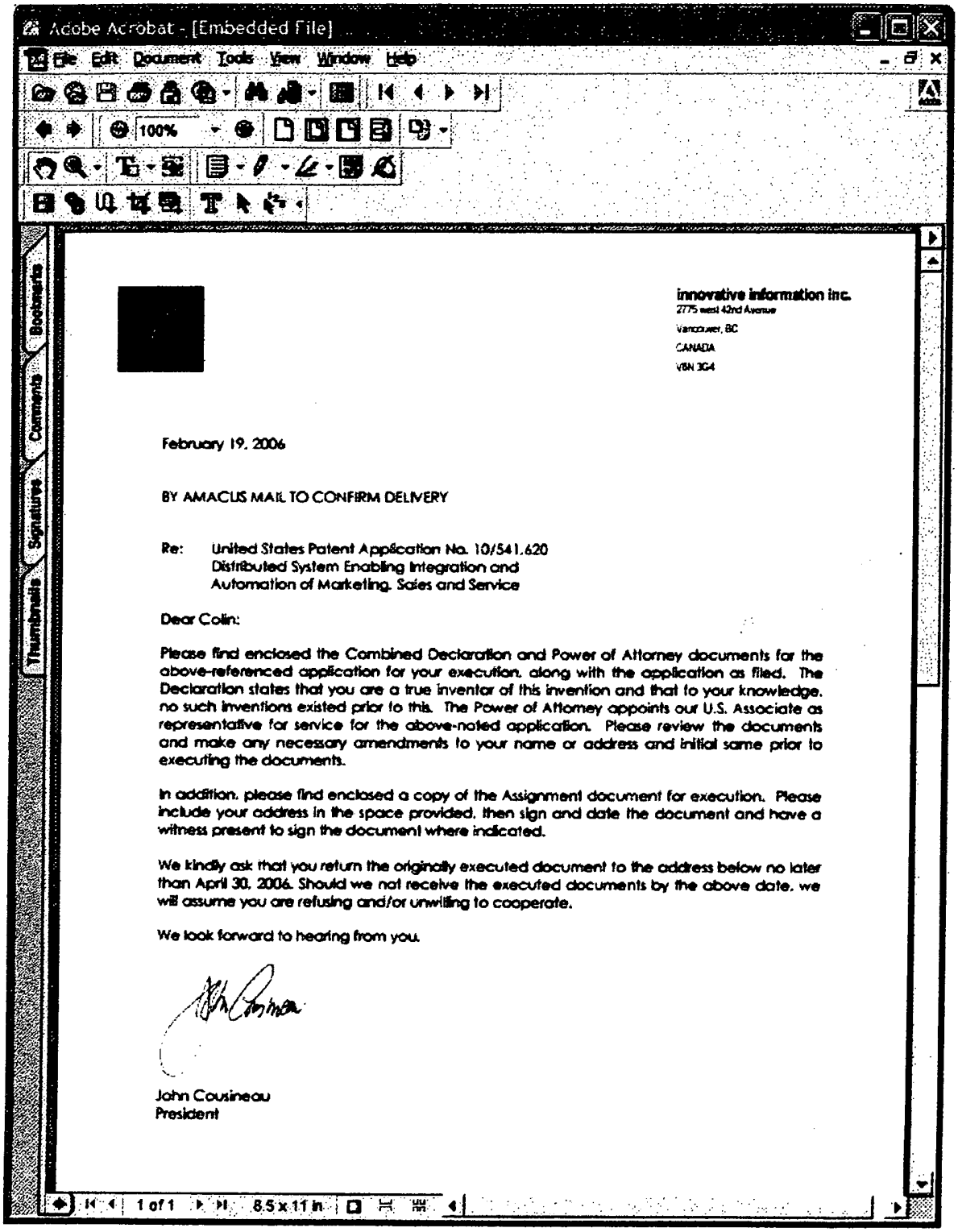
Kind regards,

John

Innovative.Information.Inc.

John Cousineau, President
(p) 604.264.4685
(c) 604.722.4685
(w) http://amacus.innovativeinfo.com

EXHIBIT D: 'Brief letter' hyperlink from the above email clicked at 2:57pm Pacific time on February 25, 2006, (titled Patents : Release : Colin):



Adobe Acrobat - [Embedded File]

File Edit Document Tools View Window Help

100%

Bookmarks Comments Signatures Thumbnails

[redacted]

innovative information inc.
2775 west 42nd Avenue
Vancouver, BC
CANADA
V6N 3G4

February 19, 2006

BY AMACUS MAIL TO CONFIRM DELIVERY

Re: United States Patent Application No. 10/541,620
Distributed System Enabling Integration and
Automation of Marketing, Sales and Service

Dear Colin:

Please find enclosed the Combined Declaration and Power of Attorney documents for the above-referenced application for your execution, along with the application as filed. The Declaration states that you are a true inventor of this invention and that to your knowledge, no such inventions existed prior to this. The Power of Attorney appoints our U.S. Associate as representative for service for the above-noted application. Please review the documents and make any necessary amendments to your name or address and initial same prior to executing the documents.

In addition, please find enclosed a copy of the Assignment document for execution. Please include your address in the space provided, then sign and date the document and have a witness present to sign the document where indicated.

We kindly ask that you return the originally executed document to the address below no later than April 30, 2006. Should we not receive the executed documents by the above date, we will assume you are refusing and/or unwilling to cooperate.

We look forward to hearing from you.

John Cousineau
President

1 of 1 8.5 x 11 in

EXHIBIT E : Amacus Event History for Michael Johnston (summary of correspondence sent to, and responses provoked from, Michael Johnston as measured in real-time by our patents pending technology, Amacus).

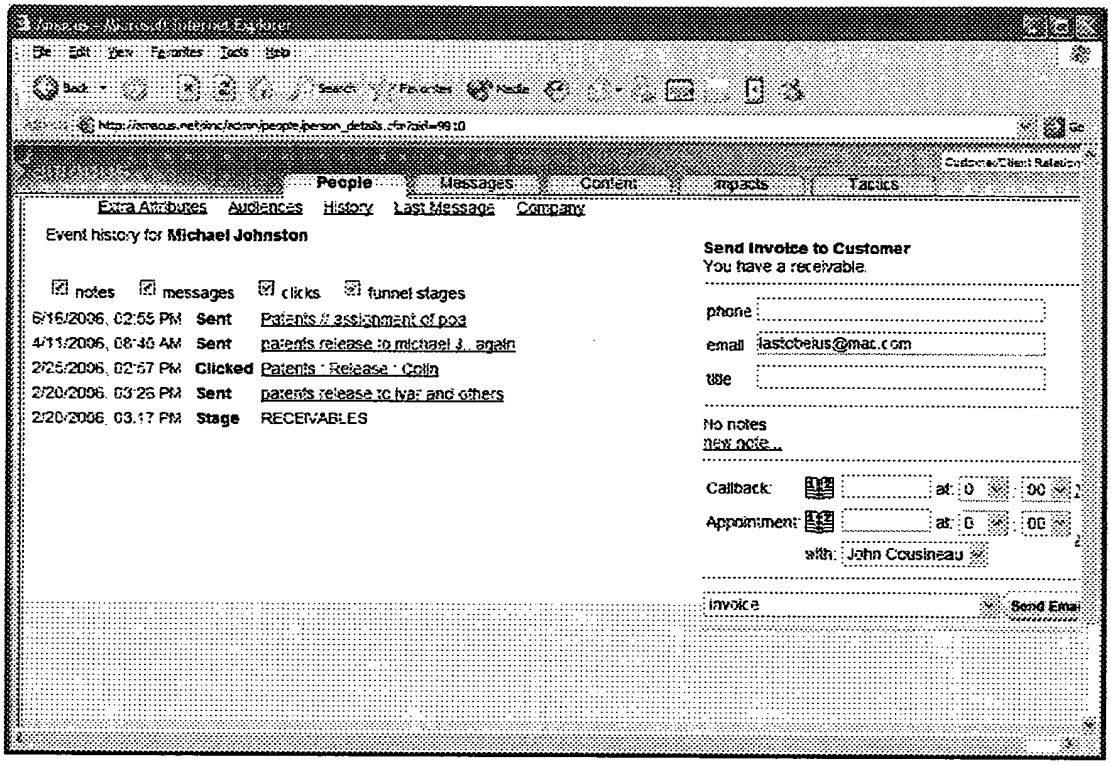
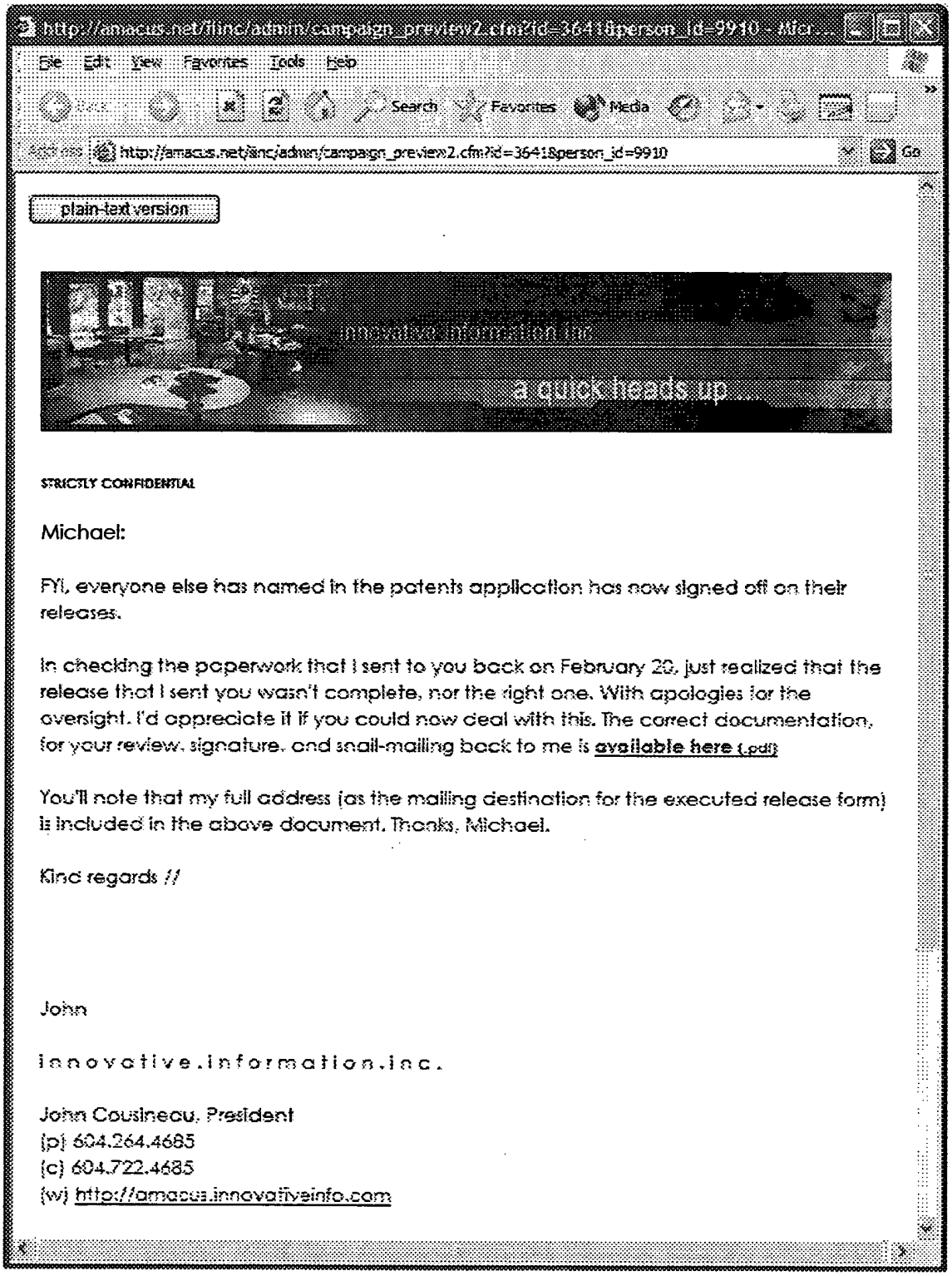


EXHIBIT F : Corrected email successfully delivered to him at 8:40am Pacific time on April 11, 2006 (titled Patents Release to Michael J Again in the Event History, Exhibit E above):



http://amacus.net/iinc/admin/campaign_preview2.cfm?id=364&person_id=9910 - Micr...

File Edit View Favorites Tools Help

Search Favorites Media

Address http://amacus.net/iinc/admin/campaign_preview2.cfm?id=364&person_id=9910 Go

plain-text version

innovative information inc.

a quick heads up ...

STRICTLY CONFIDENTIAL

Michael:

FYI, everyone else has named in the patents application has now signed off on their releases.

In checking the paperwork that I sent to you back on February 20, just realized that the release that I sent you wasn't complete, nor the right one. With apologies for the oversight, I'd appreciate it if you could now deal with this. The correct documentation, for your review, signature, and snail-mailing back to me is **available here** (.pdf)

You'll note that my full address (as the mailing destination for the executed release form) is included in the above document. Thanks, Michael.

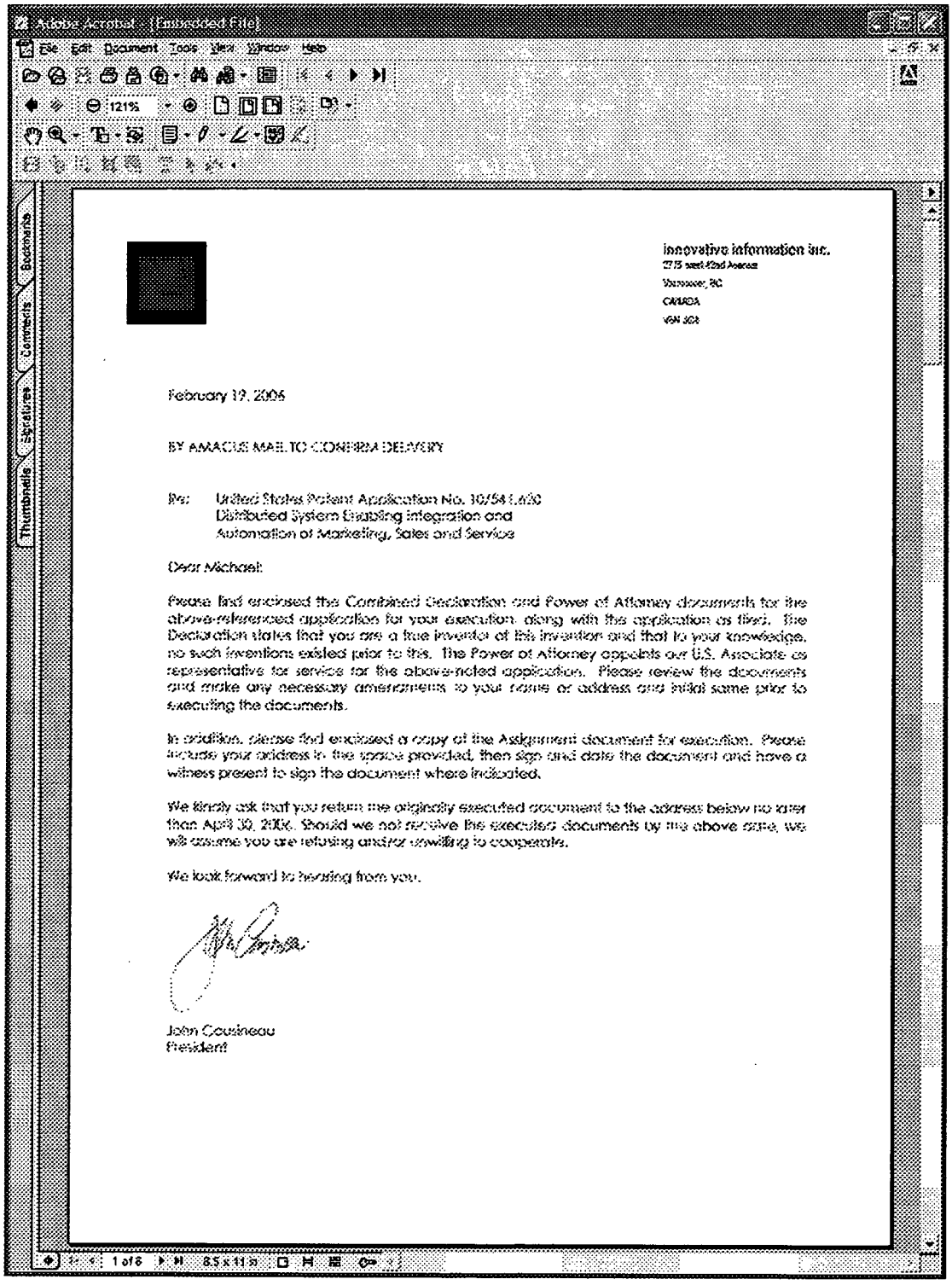
Kind regards //

John

innovative.information.inc.

John Cousineau, President
(p) 604.264.4685
(c) 604.722.4685
(w) http://amacus.innovativeinfo.com

Materials provided via hyperlink within the above message. To date, Michael Johnston has not clicked to retrieve these materials (see Event History, Exhibit E, above).



innovative information inc.
[illegible] West 42nd Avenue
Vancouver, BC
CANADA
V6N 3G3

February 17, 2006

BY AMACUS MAIL TO CONFIRM DELIVERY

Re: United States Patent Application No. 10/54[illegible]
Distributed System Enabling Integration and
Automation of Marketing, Sales and Service

Dear Michael:

Please find enclosed the Combined Declaration and Power of Attorney documents for the above-referenced application for your execution along with the application as filed. The Declaration states that you are a true inventor of this invention and that to your knowledge, no such inventions existed prior to this. The Power of Attorney appoints our U.S. Associate as representative for service for the above-noted application. Please review the documents and make any necessary amendments to your name or address and initial same prior to executing the documents.

In addition, please find enclosed a copy of the Assignment document for execution. Please include your address in the space provided, then sign and date the document and have a witness present to sign the document where indicated.

We kindly ask that you return the originally executed document to the address below no later than April 30, 2006. Should we not receive the executed documents by the above date, we will assume you are refusing and/or unwilling to cooperate.

We look forward to hearing from you.

John Cousineau
President

[redacted]

innovative information inc.
2775 west 42nd Avenue
Vancouver, BC
CANADA
V6N 3G4

February 19, 2006

BY AMACUS MAIL TO CONFIRM DELIVERY

Re: United States Patent Application No. 10/541,620
Distributed System Enabling Integration and
Automation of Marketing, Sales and Service

Dear Michael:

Please find enclosed the Combined Declaration and Power of Attorney documents for the above-referenced application for your execution, along with the application as filed. The Declaration states that you are a true inventor of this invention and that to your knowledge, no such inventions existed prior to this. The Power of Attorney appoints our U.S. Associate as representative for service for the above-noted application. Please review the documents and make any necessary amendments to your name or address and initial same prior to executing the documents.

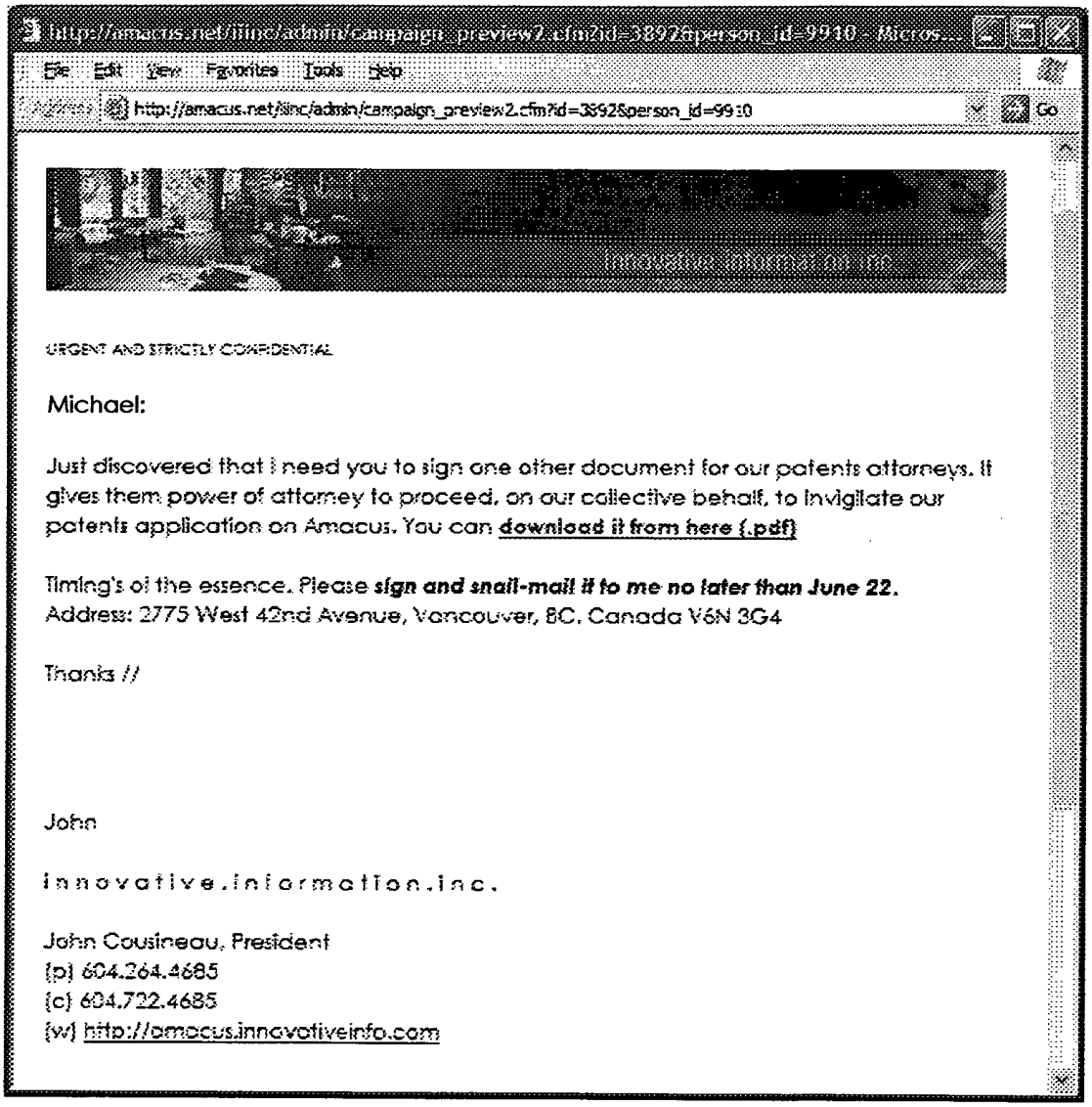
In addition, please find enclosed a copy of the Assignment document for execution. Please include your address in the space provided, then sign and date the document and have a witness present to sign the document where indicated.

We kindly ask that you return the originally executed document to the address below no later than April 30, 2006. Should we not receive the executed documents by the above date, we will assume you are refusing and/or unwilling to cooperate.

We look forward to hearing from you.

John Cousineau
President

EXHIBIT G : Power of Attorney email successfully delivered to Michael Johnston at 8:40am Pacific time on April 11, 2006, from which there have been no click actions to download any of the release (see event history, Exhibit E, above).



http://amacus.net/iinc/admin/campaign_preview2.cfm?id=3892&person_id=9910 - Micros...

File Edit View Favorites Tools Help

Address http://amacus.net/iinc/admin/campaign_preview2.cfm?id=3892&person_id=9910 Go

URGENT AND STRICTLY CONFIDENTIAL

Michael:

Just discovered that I need you to sign one other document for our patents attorneys. It gives them power of attorney to proceed, on our collective behalf, to invigilate our patents application on Amacus. You can **download it from here (.pdf)**

Timing's of the essence. Please ***sign and snail-mail it to me no later than June 22.***
Address: 2775 West 42nd Avenue, Vancouver, BC, Canada V6N 3G4

Thanks //

John

innovative.information.inc.

John Cousineau, President
(p) 604.264.4685
(c) 604.722.4685
(w) http://amacus.innovativeinfo.com

PATENT
39320-0002

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor: John Glen Cousineau et al.

Application No.: 10/541,620 **Group Art Unit:** TBA

Filed: 01/09/2005 **Examiner:** TBA

For: DISTRIBUTED SYSTEM ENABLING INTEGRATION AND AUTOMATION OF MARKETING, SALES AND SERVICES

Supplemental Declaration of John Glen Cousineau

The below factual account is based on actual knowledge to those facts performed by me and information and belief to those performed by others.

1. On July 7, 2005, the above-identified patent application was filed with the United States Patent and Trademark Office and was assigned Application No. 10/541,620, based on International Patent Application No. PCT/CA2004/000041 filed on January 9, 2004.

2. On July 5, 2006, I received a phone call from Kerrie Manderscheid, a paralegal with MBM and Co., my Canadian Agent, stating that a last known address for the Inventor, Michael Johnston, needed to be provided to the U.S. Patent and Trademark Office with the required Petition to waive the signature of the missing Inventor.

3. I stated that I did not have an old or current address for Michael Johnston, as described in my Declaration, filed herewith. (Cousineau Decl. ¶¶ 5, 7).

4. I received an email from Kerrie Manderscheid providing two German addresses and forwarded the contact information to Ivar Vasara, a joint Inventor for the above-noted application, requesting that he identify the correct address of Michael Johnston. (see Manderscheid Decl., ¶ 2, Ex. A).

5. Later that day, I received an email from Ivar Vasara confirming that the Inventor was residing in Düsseldorf. I then forwarded the information on to Kerrie Manderscheid. It is therefore believed that Mr. Johnston resides at Kalkarer Strasse 2, 40547, Düsseldorf, Germany. (Id.).

6. On July 6, 2006, during a telephone conversation with Kerrie Manderscheid, I requested that she prepare and send a courier package to Michael Johnston at the above address.

7. At this time, no communication or correspondence has been received from Michael Johnston relating to signing the combined Declaration/Power of Attorney and Assignment documents.

8. I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, and under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

SIGNED at Vancouver, British Columbia, this 26th day of July, 2006.

John Cousineau
President
Innovative Information Inc.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor: John Glen Cousineau et al.

Application No.: 10/541,620 **Group Art Unit:** TBA

Filed: 01/09/2005 **Examiner:** TBA

For: DISTRIBUTED SYSTEM ENABLING INTEGRATION AND AUTOMATION OF MARKETING, SALES AND SERVICES

Declaration of Kerrie L. Manderscheid

The below factual account is based on actual knowledge to those facts performed by me and information and belief to those performed by others.

1. I am an Intellectual Property Paralegal at MBM & Co., Vancouver, Canada. We represent Innovative Information Inc. with respect to above-identified patent application. We instructed Brandon N. Sklar at Kaye Scholer, LLP to file the above-identified patent application in the United States based on PCT/CA2004/000041, which was filed on January 9, 2004.

2. On July 5, 2006, I received a phone call from our U.S. Associate stating that a last known address for the Inventor, Michael Johnston, needed to be provided to the U.S. Patent and Trademark Office with the required Petition to waive the signature of the missing Inventor. Our U.S. Associate provided two German addresses listed under the name of Michael Johnston, found in an online database search for Germany on Infobel.com, including one in Düsseldorf. (See Exhibit "A").

3. On the same day, I called and spoke with our client and joint inventor, John Cousineau, President of Innovative Information Inc., the Assignee, and relayed the information that was received from our U.S. Associate. Our client stated that he did not have an old or current address for Michael Johnston, as described in the Declaration of John Cousineau, filed herewith. (Cousineau Decl. ¶¶ 5, 7).

4. I forwarded the two German addresses to John Cousineau by email and he forwarded the contact information to Ivar Vasara, another joint Inventor for the above-noted application, requesting that he identify the correct address of Michael Johnston. Later that day, I received an email from our client confirming that the Inventor was residing in Düsseldorf. A copy of the email correspondence is attached. (See Exhibit "B"). It is therefore believed that Mr. Johnston resides at Kalkarer Strasse 2, 40547, Düsseldorf, Germany.

5. On July 6, 2006, an overnight TNT Couriers courier package was prepared and sent by me to Michael Johnston at the above address under tracking number 828053892. The package included a copy of previous letters sent by email (see Cousineau Decl., ¶ 9, Ex. C, & ¶ 11, Ex. D), the filed application including the drawings, the Declaration and Power of Attorney document, an Assignment document, and a copy of the executed employment contract. (See Exhibit "C").

6. The correspondence also requested that Michael Johnston contact the President of Innovative Information Inc. and/or return the signed combined Declaration/Power of Attorney and Assignment documents no later than July 14, 2006. (Id.)

7. TNT Couriers made 4 attempts at delivering the package to Michael Johnston at the above address on July 10, 2006, July 11, 2006, July 12, 2006, and July 26, 2006. A copy of the tracking record is attached. (See Exhibit "D").

8. TNT Couriers also confirmed to me by telephone that Parcel Delivery stickers were left at the location and a phone call to the residential phone number was made and a message was left.

9. As of August 1, 2006, TNT Couriers has not received any communication from Michael Johnston relating to the retrieval of the package.

10. The correspondence sent to Michael Johnston requested that he review the application and requested that he sign the combined Declaration/Power of Attorney and Assignment documents if he believed he was an Inventor of the subject matter claimed by the application.

11. At this time, no communication or correspondence has been received from Michael Johnston relating to signing the combined Declaration/Power of Attorney and Assignment documents.

12. I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, and under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

SIGNED at Vancouver, British Columbia, this 1st day of August, 2006.

Kerrie Manderscheid

Kerrie L. Manderscheid
Intellectual Property Paralegal
MBM & Co.
2200 – 200 Granville Street
Vancouver, British Columbia V6C 1S4

Kerrie Manderscheid

From: BSklar@kayescholer.com
Sent: Wednesday, July 05, 2006 9:41 AM
To: KManderscheid@mbm.com
Subject: Fw: Urgent Person Search

Brandon N. Sklar
Kaye Scholer LLP
425 Park Avenue
New York, NY 10022
Phone: 212-836-8653
Facsimile: 212-836-6430
E-mail: bsklar@kayescholer.com
----- Forwarded by Brandon Sklar/NY/US/KSFHH on 07/05/2006 12:40 PM -----

Cherryl Stephen/NY/US/KSFHH
07/05/2006 12:35 PM

To Brandon Sklar/NY/US/KSFHH@KSFHHNotes
cc
Subject Re: Urgent Person Search

Brandon,

A international White Pages search retrieved the following:

Vancouver, BC--

Michael Johnston
2952 Altamont Cres
West Vancouver, BC V7V 3C1
(604) 925-4520

I found the following listings for Germany:

Germany--

www.dastelefonbuch.de Die Findemaschine®! +++ Jetzt mit Inverssuche! +++ Neu: Apotheken-Notdienste! +++ +++
Find criteria: Michael Johnston

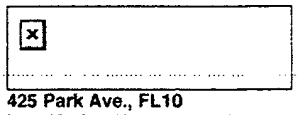
Name Street, House number Post code,Place Telephone number
Johnston Michael Kalkarer Str. 2 40547 Düsseldorf 0211 1 71 56 89
Johnston Michael Gartenstr. 7A 61476 Kronberg 06173 7 87 17

FYI. Calls may be necessary to these addresses to verify the accuracy of this information.

I also found the following email address: Michael Johnston : lastobelus@mac.com. Again, contact will have to be made to determine the validity.

Cherryl J. Stephen
Reference Librarian

7/25/2006



425 Park Ave., FL10
New York, NY 10022-3598
cstephen@kayescholer.com
T: 212 836-7217
F: 212 836-7153
www.kayescholer.com

Brandon Sklar/NY/US/KSFHH

Brandon Sklar/NY/US/KSFHH

ToLibrary Requests
cc
SubjectUrgent Person Search

07/05/2006 11:24 AM
Phone: (212) 836-8653

I need to find an address for someone who formerly lived in Canada and moved to Germany, we think, sometime afte May 2005. Can you search all available databases to find current and former addresses. We need this ASAP.

The person's name is Michael Johnston.

The charge is 39320.0002.
]
Thanks.

Brandon

Brandon N. Sklar
Kaye Scholer LLP
425 Park Avenue
New York, NY 10022
Phone: 212-836-8653
Facsimile: 212-836-6430
E-mail: bsklar@kayescholer.com

* * * *

Kerrie Manderscheid

From: John Cousineau [jcousineau@innovativeinfo.com]
Sent: Wednesday, July 05, 2006 4:27 PM
To: Kerrie Manderscheid
Subject: Fw: MIchael J's address ...

Bingo.

----- Original Message -----
From: ivar vasara
To: John Cousineau
Sent: Wednesday, July 05, 2006 4:18 PM
Subject: Re: MIchael J's address ...

iirc, michael's in dusseldorf

On 7/5/06, **John Cousineau** <jcousineau@innovativeinfo.com> wrote:

Ivar:

Which of the addresses listed below do you believe is the correct one for Michael?
Needed today, please ...

John

----- Original Message -----
From: Kerrie Manderscheid
To: 'John Cousineau (jcousineau@innovativeinfo.com)'
Sent: Wednesday, July 05, 2006 11:17 AM
Subject: U.S. Patent Application No. 10/541,620 (Our File: 1220-103US)

Dear John,

Further to our telephone conversation today, please find below the two German addresses that we were able to locate for Michael Johnston's in Germany:

Johnston, Michael - Kalkarer Str. 2 40547 Düsseldorf 0211 1 71 56 89
Johnston, Michael - Gartenstr. 7A 61476 Kronberg 06173 7 87 17

As discussed, please proceed to contact the Inventor, Ivar Vasara, in an effort to locate the current address for Michael Johnston.

Due to the U.S. holiday yesterday, the current due date is **today, July 5, 2006**. Please note that one extension is still available to August 4, 2006, if required.

Thank you for your attention to this matter. We look forward to your reply.

Yours truly,

Kerrie L. Manderscheid
Intellectual Property Paralegal

MBM
Intellectual Property Law

Tel: 604-669-4350 ext. 211
Fax: 604-669-4351
Email: kmanderscheid@mbm.com
Web: www.mbm.com

July 6, 2006

Dear Mr. Johnston,

Further to email communications sent to you on February 20, 2006, February 25, 2006, April 11, 2006, and June 16, 2006, please find enclosed a Combined Declaration and Power of Attorney document and Assignment document for your execution

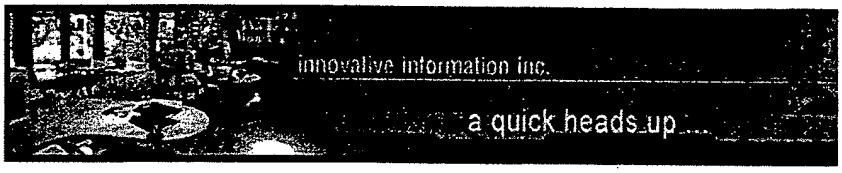
Please return the originally executed documents by courier no later than July 14, 2006.

Thank you for your attention to this matter.

http://amacus.net/iiinc/admin/campaign_preview2.cfm?id=3537&person_id=9910 - Microsoft Int...

File Edit View Favorites Tools Help

Back Search Favorites Media



STRICTLY CONFIDENTIAL

Michael:

Long time since we last chatted. Trust you're keeping well, and continuing to enjoy your time in Germany. FYI, since you left we've filed a US patents application. It's now begun the process of being invigilated. As part of this, our lawyers require sign-offs from all inventors named in the application (which includes you).

Details of the sign-offs that we're seeking from all named inventors on our US patents application are explained in **this brief letter** (.pdf)

Also, for your reference, a copy of the patents application as filed is **available here** (.pdf, 56 pages, 11mB)

Both of these materials are supplied in the context of the IP and confidentiality provisions of your employment agreement with us (which continue to apply), a copy of which is **available here** (.pdf)

Trust this helps. Appreciate you dealing with these materials.

Let me know if you've any question.

Kind regards,

John

Innovative.Information.inc.

John Cousineau, President
(p) 604.264.4685
(c) 604.722.4685
(w) http://amacus.innovativeinfo.com

OTHER RECIPIENTS WILL BE LISTED HERE AS CC'S WHEN YOU SHIP THE MESSAGE (OPTIONAL)

innovative information inc.
2775 west 42nd Avenue
Vancouver, BC
CANADA
V6N 3G4

February 19, 2006

BY AMACUS MAIL TO CONFIRM DELIVERY

Re: United States Patent Application No. 10/541,620
Distributed System Enabling Integration and
Automation of Marketing, Sales and Service

Dear Michael:

Please find enclosed the Combined Declaration and Power of Attorney documents for the above-referenced application for your execution, along with the application as filed. The Declaration states that you are a true inventor of this invention and that to your knowledge, no such inventions existed prior to this. The Power of Attorney appoints our U.S. Associate as representative for service for the above-noted application. Please review the documents and make any necessary amendments to your name or address and initial same prior to executing the documents.

In addition, please find enclosed a copy of the Assignment document for execution. Please include your address in the space provided, then sign and date the document and have a witness present to sign the document where indicated.

We kindly ask that you return the originally executed document to the address below no later than April 30, 2006. Should we not receive the executed documents by the above date, we will assume you are refusing and/or unwilling to cooperate.

We look forward to hearing from you.

John Cousineau
President

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
COMBINED DECLARATION AND POWER OF ATTORNEY

As below named inventors, we hereby declare that:

Each inventor's residence, mailing address and citizenship are as stated below next to their name.

We each believe we are the original and first inventors of the subject matter which is claimed and for which a patent is sought on the invention entitled **DISTRIBUTED SYSTEM ENABLING INTEGRATION AND AUTOMATION OF MARKETING, SALES AND SERVICES**, the specification of which has an International Filing Date of January 9, 2004, an International Application Number of PCT/CA2004/000041, and a U.S. Application Number of 10/541,620.

We each claim priority benefits under Title 35, United States Code, 119(e) of U.S. Provisional Application No. 60/438,588, filed on January 9, 2003.

We each claim foreign priority benefits under Title 35, United States Code, 119(a)-(d) or 365(b) of any foreign application for patent or 365(a) of any PCT International application which designate at least one country other than the United States, listed below:

Country	Application No.	Filing Date
Canada	PCT/CA2004/000041	January 9, 2004

We each hereby state that we have reviewed and understands the contents of the above identified specification, including the claims, specifically referred to in this oath or declaration.

We each acknowledge the duty to disclose all information known to us which is material to patentability as defined in Title 37, Code of Federal Regulations, 1.56.

We each hereby declare that all statements made herein of his own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statement may jeopardize the validity of the application or any patent issued thereon.

We each hereby appoint the attorneys assigned to the Customer Number listed below with full power of substitution and revocation, to prosecute said applications, to make

alterations and amendments therein, to receive the patent, and to transact all business in the Patent and Trademark Office connected therewith:

Customer No.: 000041881

Please address all correspondence to Brandon N. Sklar, Kaye Scholer LLP, 425 Park Avenue, New York, NY 10022, and direct all telephone calls to Brandon N. Sklar at (212) 836-8653.

1. Inventor/Applicant: John Glen Cousineau
2775 West 42nd Avenue
Vancouver, British Columbia V6N 3G4
Canada
Citizen of Canada

Signature _____ Date _____

2. Inventor/Applicant: Chris Goard
3854 West 33rd Avenue
Vancouver, British Columbia V6N 2H6
Canada
Citizen of Canada

Signature _____ Date _____

3. Inventor/Applicant: Eric Hawthorne
5166 Portland Street
Burnaby, British Columbia V5J 2P9
Canada
Citizen of Canada

Signature _____ Date _____

4. Inventor/Applicant: Jackie Ho
27 - 4933 Fisher Drive
Richmond, British Columbia V6X 3Z2
Canada
Citizen of Canada

Signature _____ Date _____

5. Inventor/Applicant: Travis Hildebrandt
4481 Gladstone Street
Vancouver, British Columbia V5N 4Z7
Canada
Citizen of Canada

Signature _____ Date _____

6. Inventor/Applicant: Luca Fillipozzi
926 13th Street East
North Vancouver, British Columbia V7L 2N2
Canada
Citizen of Canada

Signature _____ Date _____

7. Inventor/Applicant: Michael Johnson
2775 West 42nd Avenue
Vancouver, British Columbia V6N 3G4
Canada
Citizen of Canada

Signature _____ Date _____

8. Inventor/Applicant: Ivar Vasara
2775 West 42nd Avenue
Vancouver, British Columbia V6N 3G4
Canada
Citizen of Canada

Signature _____ Date _____

9. Inventor/Applicant: Felix Kan
Flat F, 27/F, Block 3 Greenfield Garden
Tsing Yi, NT
Hong Kong
Citizen of Canada

Signature _____ Date _____

ASSIGNMENT OF INVENTION

I,

(a) **John Glen COUSINEAU** of **2775 West 42nd Avenue, Vancouver, British Columbia, V6N 3G4, Canada,**

(b) **Eric HAWTHORNE** of **5166 Portland Street, Burnaby, British Columbia, V5J 2P9, Canada,**

(c) **Jacky HO** of **27 – 4933 Fisher Drive, Richmond, British Columbia, V6X 3Z2, Canada,**

(d) **Travis HILDEBRANDT** of **4481 Gladstone Street, Vancouver, British Columbia, V5N 4Z7, Canada,**

(e) **Chris GOARD** of _____
(insert address here)

(f) **Luca FILLIPOZZI** of _____
(insert address here)

(g) **Micheal JOHNSON** of _____
(insert address here)

(h) **Ivar VASARA** of _____
(insert address here)

(i) **Felix KAN** of _____
(insert address here)

in consideration of One Dollar and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, do hereby sell and assign to **Innovative Information Inc.**, whose full post office address **2775 West 42nd Avenue, Vancouver, British Columbia, V6N 3G4, Canada,** all my rights, title and interest in Canada, United States of America and throughout the world in and to my inventions relating to:

a) **RELATIONSHIP MANAGEMENT AND NETWORK PUBLISHING SYSTEM AND PROCESS FOR ALLOWING COMPANIES TO QUICKLY LOCATE, DISTILL, AND DISTRIBUTE CONTENT TO CUSTOMERS IN WAYS THAT TRIGGER CUSTOMER SELF-SERVICE TRANSACTIONS AND INTERACTIONS**, as described and claimed in United States patent application filed on **January 9, 2003**, under Serial No. **60/438,588**,

b) **DISTRIBUTED SYSTEM ENABLING INTEGRATION AND AUTOMATION OF MARKETING, SALES AND SERVICE**, as described and claimed in International patent application filed **January 9, 2004**, under Serial No. **PCT/CA2004/000041**, and

c) **DISTRIBUTED SYSTEM ENABLING INTEGRATION AND AUTOMATION OF MARKETING, SALES AND SERVICE**, as described and claimed in United States patent application filed **January 9, 2004**, under serial No. **10/541,620**,

to all improvements, modifications and additions to said invention, and to all my corresponding rights, title and interest in and to any patent which may issue therefrom, to any corresponding foreign patent applications and patents relating to said invention and improvements, modifications and additions thereto, and to any divisions, continuations, continuation-in-part applications, reissues and renewals of the aforementioned patents. For said consideration, I agree, upon the request and at the expense of the Assignee, its successors and assigns, to execute any and all divisional, continuation, continuation-in-part applications, reissue and substitute applications for said invention, and improvements, modifications and additions to said invention, and acknowledge and agree that all rights therein shall vest in the Assignee, its successors and assigns, whereby said Letters Patent will be held and

enjoyed by said Assignee, its successors and assigns, to the full end of the term for which said Letters Patent will be granted, as fully and entirely as the same would have been held and enjoyed by the undersigned if this assignment had not been made. In addition, I will, at the request and expense of the Assignee, execute any and all documents required by the Assignee to fully and properly vest the aforementioned rights in the Assignee.

The undersigned hereby grants to the firm of **MBM & CO.** whose full post office address is 2200 – 200 Granville Street, Vancouver, British Columbia, V6C 1S4, Canada, the power to insert on this assignment any further information which may be necessary or desirable in order to comply with the *Patent Rules* for recordation of this document.

SIGNED at _____, Canada, this _____ day of _____, 2006.

_____
John Glen COUSINEAU

I, _____ declare that I was personally present and did see **John Glen COUSINEAU**
(name of witness)
duly sign and execute the above assignment.

_____
(signature of witness)

SIGNED at _____, Canada, this _____ day of _____, 2006.

_____
Eric HAWTHORNE

I, _____ declare that I was personally present and did see **Eric HAWTHORNE**
(name of witness)
duly sign and execute the above assignment.

_____
(signature of witness)

SIGNED at _____, Canada, this _____ day of _____, 2006.

_____
Jacky HO

I, _____ declare that I was personally present and did see **Jacky HO**
(name of witness)
duly sign and execute the above assignment.

_____
(signature of witness)

SIGNED at _____, Canada, this _____ day of _____, 2006.

_____
Travis HILDEBRANDT

I, _____ declare that I was personally present and did see **Travis HILDEBRANDT**
(name of witness)
duly sign and execute the above assignment.

_____
(signature of witness)

SIGNED at _____, Canada, this _____ day of _____, 2006.

_____
Chris GOARD

I, _____ declare that I was personally present and did see **Chris GOARD**
(name of witness)
duly sign and execute the above assignment.

_____
(signature of witness)

SIGNED at _____, Canada, this _____ day of _____, 2006.

_____
Luca FILLIPOZZI

I, _____ declare that I was personally present and did see **Luca FILLIPOZZI**
(name of witness)
duly sign and execute the above assignment.

_____
(signature of witness)

SIGNED at _____, Canada, this _____ day of _____, 2006.

_____
Micheal JOHNSON

I, _____ declare that I was personally present and did see **Micheal JOHNSON**
(name of witness)
duly sign and execute the above assignment.

_____
(signature of witness)

SIGNED at _____, Canada, this _____ day of _____, 2006.

_____
Ivar VASARA

I, _____ declare that I was personally present and did see **Ivar VASARA**
(name of witness)
duly sign and execute the above assignment.

_____
(signature of witness)

SIGNED at _____, Canada, this _____ day of _____, 2006.

_____
Felix KAN

I, _____ declare that I was personally present and did see **Felix KAN**
(name of witness)
duly sign and execute the above assignment.

_____
(signature of witness)

ACKNOWLEDGMENT OF ASSIGNMENT

I, _____, a representative of **Innovative Information Inc.**, Assignee, whose full post office address is **2775 West 42nd Avenue, Vancouver, British Columbia, V6N 3G4, Canada**, acknowledge the attached assignment from the Inventors to **Innovative Information Inc.**, regarding all rights, title and interest in the United States, Canada, and throughout the world to the invention entitled **Distributed System Enabling Integration and Automation of Marketing, Sales and Service**.

SIGNED at _____, Canada, this_____day of_____, 2006.

_____
Name:
Title:

I, _____declare that I was personally present and did see
(Notary, Attorney, Witness)

_____ duly sign and execute the above acknowledgement.

_____
Signature of Witness

This Alliance Agreement is entered effective as of December 1, 2000 by and between **innovative information inc.** (IIINC), a British Columbia company, of 2775 West 42nd Avenue, Vancouver, B.C., V6N 3G4 and **MICHAEL JOHNSTON** (MJ), sole proprietor.

Background and Objectives

IIINC provides strategic consulting services to clients related to digitizing knowledge, accelerated learning, and accessing web-based markets and has developed a web-based interface and information architecture to support these activities. IIINC desires to expand its services, customer base and revenues.

MJ provides multimedia production, database development, web commerce, and related computer programming services. MJ desires to demonstrate and enhance his technical skills and to expand his revenues.

IIINC and MJ believe that emerging technologies afford opportunities for their business and professional growth and have determined that an alliance between them, utilizing their respective strengths, represents an effective method to exploit those opportunities by providing, developing and marketing innovative value-added services to existing and prospective IIINC customers.

The objectives of this Alliance Agreement are to:

(a) Provide an initial foundation for a mutually beneficial long-term working relationship whereby IIINC and MJ each provides support for the other's professional and income growth strategy and each gains a trustworthy and reliable associate in pursuing that growth strategy.

(b) Delineate the respective responsibilities and contributions of IIINC and MJ with respect to this alliance and their respective rights and obligations relating to know-how and intellectual property developed and/or exchanged in support of alliance projects.

Alliance

IIINC and MJ agree to collaborate on the provision, development and marketing of services to IIINC's customers, and the maintenance and development of related support systems and technical knowledge, and in connection therewith to each make the contributions provided for below. The initial term of this agreement shall be for a five month period ending April 31, 2001, subject to review as to the financial viability of the collaboration, and as to the fairness and appropriateness of the respective contributions, not later than three months into the term of this agreement. This agreement and collaboration is not intended to create a joint venture, partnership. license or other formal entity or any agency or employment arrangement, and the relationship between the parties is that of independent contractors having only those rights and obligations expressly provided for. Accordingly, as an independent contractor, MJ shall be solely responsible for withholding, reporting and remitting all amounts required by law to be withheld, reported and remitted in respect of any compensation received for his services and contributions under this agreement and MJ shall indemnify IIINC for any claims, costs or liabilities which IIINC may incur in connection therewith.

IINC Contributions:

marketing and relationship management:

IIINC will market and promote to its clients services that MJ is uniquely able to provide as value-added to IIINC.'s standard services and will manage client relationships in ways that promote MJ's continued contributions to client requirements, all with a view to generating requirements for MJ's full-time professional services on IIINC specified tasks and projects.

training:

IIINC will identify and cost share with MJ training opportunities that will further enhance the marketability of MJ's services and the growth of IIINC relationships dependent on MJ's services.

renumeration:

IIINC agrees to pay MJ throughout the term of this agreement an all-inclusive fee at the rate of $30.00/hour for full-time professional services rendered on IIINC specified tasks and projects on the understanding that:

- 70% of all hours worked will be billed and collected
- 30% of all hours worked will be spent on system maintenance, business development, and training with priorities for these tasks set jointly by IIINC and MJ
- IIINC's continued business development initiatives yield sufficient revenue growth in 2001 to cover this renumeration commitment.

MJ's Contributions:

services:

MJ agrees to provide and market his professional services as described above exclusively via IIINC and under the IIINC brand and may not assign any of his rights or obligations under this agreement.

participation in business development:

MJ will identify for, and with, IIINC, market development opportunities afforded by emerging technologies and participate with IIINC in setting priorities for IIINC and MJ joint pursuit of business development opportunities afforded by IIINC.'s clients, emerging market opportunities, and IIINC/MJ's combined resources.

quality assurance:

MJ will participate in budgeting the time and other resources required to complete projects to client specifications, and perform adequate design and testing to ensure that his contributions meet client requirements within the approved budget.

IP:

MJ will contribute, by his services (and in consideration of the compensation and other contributions from IIINC) under this agreement, to intellectual property (IP) already held and to be held in the name of IIINC. MJ agrees that all IP related to or developed during or as a result of the collaborations under this agreement will be the sole property of IIINC and will not be used, disclosed, re-sold, re-purposed, or re-distributed other than by IIINC. MJ assigns to IIINC any and all rights he may have in and to such IP, including copyright, and waives any and all related moral rights.

Other Terms:

MJ acknowledges that as a result of the collaborations under this agreement he will have access to and become aware of and entrusted with information and data concerning IIINC and its clients and their respective businesses, products, services, know-how, finances, plans, opportunities, business associates and other matters which ought to be considered confidential from its nature (Confidential Information), the improper use or disclosure of which would be highly detrimental to the proprietary and legitmate business interests of IIINC and/or such clients. MJ agrees that at all times both during and after the collaborations and the term of this agreement he will keep strictly confidential all Confidential Information and will not directly or indirectly use, disclose, publish, make available, or seek to protect any Confidential Information for any reason whatsoever without the prior written consent of IIINC, which consent may be arbitrarily withheld. MJ will indemnify IIINC and/or such clients as a result of any claim, loss, cost or liability whatsoever either of them incur due to any breach by MJ of this confidentiality provision.

MJ agrees that he will not, at any time during the term of this agreement and for 18 months following the termination or expiration of this agreement, directly or indirectly: (a) engage in or own or have any interest in, act as an employee, consultant, agent, officer, or director of, or assist in any way or capacity, any person, firm, corporation or other entity which is engaged in a business which competes with the business engaged in by IIINC or which solicits, serves or caters to the clients of IIINC; or (b) employ or otherwise engage the services of any employee or consultant of IIINC or solicit or attempt to induce any such employee or consultant to leave or terminate such employment or engagement with IIINC.

The provisions set out above regarding IP, confidentiality, non-competition and non-solicitation shall survive the termination or expiration of this agreement.

Agreed to by,

John Cousineau
President
Innovative Information Inc.

December 1, 2000
Date

Agreed to by,

Michael Johnston
Sole Proprietor

December 1, 2000
Date

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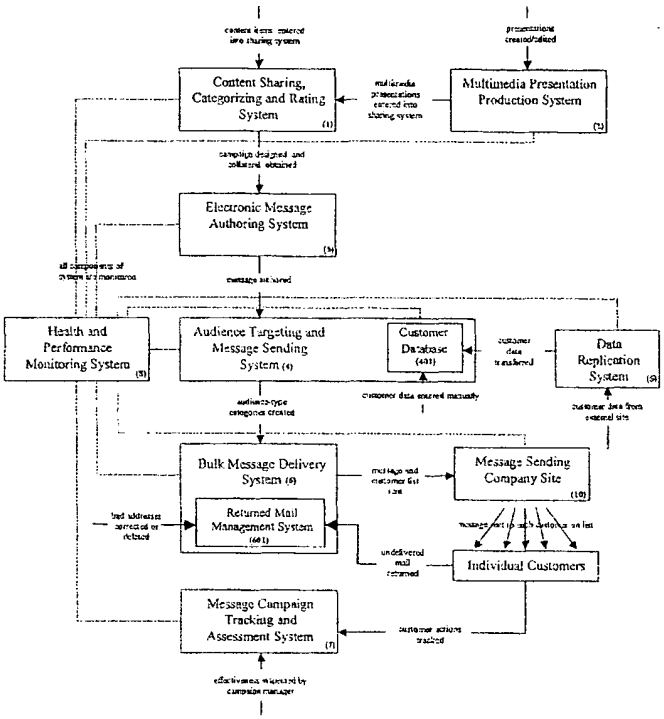
(54) Title: DISTRIBUTED SYSTEM ENABLING INTEGRATION AND AUTOMATION OF MARKETING, SALES AND SERVICE



(57) Abstract: The present invention provides a distributed electronic management system enabling the creation, distribution and tracking of at least one electronic message to at least one predetermined potential customer, said system comprising: a data storage system for organizing and storing a plurality of content, selected portions of said content for insertion into the at least one electronic message; a production system for the creation of the at least one electronic message, said at least one electronic message having a predetermined theme, wherein content having the predetermined theme can be inserted into the at least one electronic message; a messaging system performing functions including transmission of the at least one electronic message to the at least one predetermined potential customer, said messaging system and the at least one predetermined customer being interconnected by at least one communication network; a tracking system for collecting and evaluating notifications based on interaction with the at least one electronic message by the at least one predetermined potential customer; wherein the data storage system, production system, messaging system and tracking system are electronically interconnected thereby enabling electronic information transfer therebetween.

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DISTRIBUTED SYSTEM ENABLING INTEGRATION AND AUTOMATION OF MARKETING, SALES AND SERVICE

RESERVATION OF COPYRIGHT

FIELD OF THE INVENTION

The present invention pertains to business systems and in particular to a distributed system enabling integration of a plurality of marketing, sales, and customer-service functions of a business.

BACKGROUND

On-going communication between a business and its customers and partners is an integral part of any business relationship. With recent advances in technology, the Internet, and information and applications delivered via the Internet, have become a central part of business-to-customer and business-to-business communications and transactions. Important technological advances that have made this possible include, the availability of increased bandwidth and advanced data compression techniques, emerging communication standards and protocols, and improved searching and indexing technologies. In addition, the Internet is a highly proximate medium, allowing marketing information to be brought closer to customers, both physically and in terms of time.

Traditionally, management of customer relationships was generally based on orchestrating the sequence and content of phone-based interactions with customers. Information about the general condition and interest of a phone prospect or contact was provided, without providing any specifics of the customer relationship. The burden on content production was minimal, and hidden from the customer's view. With electronic customer relationship management, the content production burden is much greater, and

the content directly faces the customer. The process must orchestrate the sequence and substance of on-line content in ways that ensure pertinence and harness attention, under constantly changing customer and content viewing conditions.

In a recent study, approximately 70% of marketing executives said they continue to have trouble capturing the attention of customers and approximately 65% are struggling to integrate and share customer data across the organization. The challenge, therefore, is to speed the location, production, organization and distribution of content that gets the attention of customers. The opportunity is quickly emerging to do so, in a variety of formats using component-based, standards-enabled, abstractions of content. Furthermore, the Aberdeen Group notes that future innovation will be in enhanced offerings, such as the production and distribution of rich media.

Such challenges have led to the emergence of precision e-marketing techniques. This allows targeting of customers with the right offer at the right time. Traceable results allow accountability to management and optimization of offers over time. Precision e-marketing is delivering approximately five-fold increases in response rates with conversion costs only approximately one-tenth those of direct mail.

US Patent No. 6,567,786 discloses a system and method for increasing the effectiveness of customer contact strategies. Rather than focusing on an individual promotion event and determining which customers, based on historical data, meet a certain ROI criteria and excluding those who do not meet the criteria, this system and method focuses on a particular customer or customer group (called a class), and their ROI value with respect to an entire set of promotion events proposed to be implemental over a period of time. An analysis is made of the impact of saturation and the "cannibalization" effect saturation may have on promotion events occurring before or after a particular promotion start date, or even occurring at the same time. Customers are analyzed based upon historical criteria; a promotional plan (a group of promotion events implemented or to be implemented over a particular time period) is analyzed to determine the effect of each promotion event on the other promotion events in the promotional plan; and based on this analysis, the optimal promotion stream (a specific subset of the promotional plan to be sent to customers or a group of similar customers) is determined so as to maximize the ROI of the promotional plan as a whole.

Furthermore, an information and advertising distribution system is disclosed in US Patent No. 5,740,549. A data server stores and updates a database of information items and advertisements. The information items and advertisements are each categorized so that each has an associated information category. Workstations remotely located from the data server each include a display device, a communication interface for receiving at least a subset of the information items and advertisements in the data server's database and local memory for storing the information items and advertisements received from the data server. An information administrator in each workstation establishes communication with the data server from time to time so as to update the information items and advertisements stored in local memory with at least a subset of the information items and advertisements stored by the data server. An information display controller in each workstation displays on the workstation's display device at least a subset of the information items and advertisements stored in local memory when the workstation meets predefined idleness criteria. At least a subset of the workstations include a profiler for storing subscriber profile data. The subscriber profile data represents subscriber information viewing preferences, indicating information categories for which the subscriber does and does not want to view information items. The information display controller includes a filter for excluding from the information items displayed on the display device those information items inconsistent with the subscriber profile data.

In addition, US Patent No. 5,717,923 discloses a method and apparatus for dynamically customizing electronic information to individual users. This method and apparatus includes a client system containing a personal profile database which stores consumer information corresponding to individual end user(s) of the client system. The client system also includes a content adapter which compares electronic information received by the client system to the consumer information in the personal profile database and customizes the electronic information to an individual end user based on this comparison. The client system also includes a client activity monitor which monitors actions taken by an individual end user when consuming electronic information and updates the personal profile database based on these actions. The client activity monitor can also monitor which actions are ignored by the individual end user and updates the personal profile database based on the consumer's interaction with the electronic

information (that is, both the consumer's action and inaction). An electronic information server containing a plurality of electronic information units can be coupled to the client system via an electronic information distribution network and serves as the source of the electronic information.

However, due to the increase in digitization of data, valuable information is increasingly buried in a haystack of digitized content. Storing the world's total production of content would require approximately 250 megabytes per year per person for each man, woman, and child on earth. By 2047, the vast majority of all information collected about physical objects, including humans, buildings, processes, and organizations, will likely be online. This means that a smaller and smaller fraction of all information produced is actually consumed. There is therefore a need to cut through emerging forms of content clutter that inhibits business process effectiveness. Subsequently, there is a need to ensure that content sent to customers is relevant and harnesses attention.

The large amount of information available on the Internet further leads to the challenge of avoiding wasted marketing, sales and customer-service communication effort. Thus, there is a need to measure the reach and impact of content produced and distributed. Therefore there is a need for a system enabling integration and automation of marketing, sales and service.

This background information is provided for the purpose of making known information believed by the applicant to be of possible relevance to the present invention. No admission is necessarily intended, nor should be construed, that any of the preceding information constitutes prior art against the present invention.

SUMMARY OF THE INVENTION

An object of the present invention is to provide a distributed system enabling integration and automation of marketing, sales and service. In accordance with an aspect of the present invention, there is provided a distributed electronic customer relationship management system enabling the creation, distribution and tracking of at least one electronic message to at least one predetermined potential customer, said system comprising: a data storage system for organizing and storing a plurality of content, selected portions of said content for insertion into the at least one electronic message; a

production system for the creation of the at least one electronic message, said at least one electronic message having a predetermined theme, wherein content having the predetermined theme can be inserted into the at least one electronic message; a messaging system performing functions including transmission of the at least one electronic message to the at least one predetermined potential customer, said messaging system and the at least one predetermined customer being interconnected by at least one communication network; a tracking system for collecting and evaluating notifications based on interaction with the at least one electronic message by the at least one predetermined potential customer; wherein the data storage system, production system, messaging system and tracking system are electronically interconnected thereby enabling electronic information transfer therebetween.

In accordance with another aspect of the invention, there is provided a method for the creation, distribution and tracking of at least one electronic message to at least one predetermined potential customer, said method comprising the steps of: organizing and storing a plurality of content, selected portions of said content for insertion into the at least one electronic message; creating the at least one electronic message, said at least one electronic message having a predetermined theme, wherein content having the predetermined theme can be inserted into the at least one electronic message; transmitting the at least one electronic message to the at least one predetermined potential customer; collecting and evaluating notifications based on interaction with the at least one electronic message by the at least one predetermined potential customer; wherein the collection and evaluation of the notifications enables incorporation of content relating to these previous notifications into a subsequently created and transmitted electronic message to the same predetermined potential customer.

In accordance with another aspect of the invention, there is provided a computer program product comprising a computer readable medium having a computer program recorded thereon for performing a method for the creation, distribution and tracking of at least one electronic message to at least one predetermined potential customer comprising the steps of: organizing and storing a plurality of content, selected portions of said content for insertion into the at least one electronic message; creating the at least one electronic message, said at least one electronic message having a predetermined theme, wherein content having the predetermined theme can be inserted into the at least one

electronic message; transmitting the at least one electronic message to the at least one predetermined potential customer; collecting and evaluating notifications based on interaction with the at least one electronic message by the at least one predetermined potential customer; wherein the collection and evaluation of the notifications enables incorporation of content relating to these previous notifications into a subsequently created and transmitted electronic message to the same predetermined potential customer.

BRIEF DESCRIPTION OF THE FIGURES

FIGURE 1 is a screenshot of components of one embodiment of the present invention, and a high level view of how each relates to the other.

FIGURE 2 is a high level view of one embodiment of the present invention.

FIGURE 3 illustrates components of the system according to one embodiment of the present invention.

FIGURE 4 is a data flow diagram according to the embodiment illustrated in FIGURE 3.

FIGURE 5 is a content sharing, categorizing and rating system according to one embodiment of the present invention.

FIGURE 6 is a screenshot of a user interface for entering an image into a content sharing, categorizing and rating system according to one embodiment of the present invention.

FIGURE 7 is a screenshot of a user interface for searching content and browsing search results in a content sharing, categorizing and rating system according to one embodiment of the present invention.

FIGURE 8 is a screenshot of a user interface for inspecting and rating a multimedia presentation found in a content sharing, categorizing and rating system according to one embodiment of the present invention.

FIGURE 9 is a multimedia message production system data flow diagram according to one embodiment of the present invention.

FIGURE 10 is a screenshot of a user interface for creating a multimedia template having a semantic-outline mark-up according to one embodiment of the present invention.

FIGURE 11 is a screenshot of a user interface for creating a customized multimedia presentation by substituting content items into a multimedia template according to one embodiment of the present invention.

FIGURE 12 is a screenshot of a user interface for substituting an image from a library for an image that occurs in a multimedia template according to one embodiment of the present invention.

FIGURE 13 is a screenshot of a user interface for authoring a rich-media electronic message with traceable hyperlinks according to one embodiment of the present invention.

FIGURE 14 is a screenshot of a user interface for previewing a rich-media electronic message during authoring according to one embodiment of the present invention.

FIGURE 15 is a screenshot of a user interface for choosing customer records to be added to an "audience type" category according to one embodiment of the present invention.

FIGURE 16 is a screenshot of a user interface for completing the addition of customer records to an "audience-type" category according to one embodiment of the present invention.

FIGURE 17 is a screenshot of a user interface for message audience targeting based on a logical combination of audience-types and content interaction history according to one embodiment of the present invention.

FIGURE 18 is a conceptual view of a data transfer system according to one embodiment of the present invention.

FIGURE 19 is a data replication system according to one embodiment of the present invention.

FIGURE 20 is a data replication system sequence diagram according to one embodiment of the present invention.

FIGURE 21 is a bulk messaging system according to one embodiment of the present invention.

FIGURE 22 is a bulk messaging system sequence diagram according to one embodiment of the present invention.

FIGURE 23 is a screenshot of a user interface for viewing aggregate statistics of customer interaction with message-linked content according to one embodiment of the present invention.

FIGURE 24 is a screenshot of a user interface for viewing details of customer interaction with message-linked content according to one embodiment of the present invention.

FIGURE 25 is a screenshot of a user interface for viewing an individual customer's history of interaction with message-linked content according to one embodiment of the present invention.

FIGURE 26 is an example of a customer conversion rate graphing technique, showing speed of transactions by audience-type according to one embodiment of the present invention.

FIGURE 27 is a screenshot of health and performance monitoring system user interface according to one embodiment of the present invention.

DETAILED DESCRIPTION OF THE INVENTION

Definitions

The term "electronic message" is used to define any message created or transmitted in electronic format including an electronic letter, electronic newsletter, electronic postcard, cellular telephone text message, pager message, email, or any other such message.

The term "content" is used to define images, text, hypertext, documents, hyperdocuments, multimedia productions, motion pictures, audio tracks or any other medium of information.

The term "interaction point" is used to define a means for one to interact with an electronic message. An interaction point can be a link, hyperlink or other means as would be readily understood by a worker skilled in the art.

The term "content element" is used to define components into which a multimedia data file or other information electronic file can be broken down.

The term "multimedia template" is used to define a conjunction of a multimedia data file and its semantic outline in XML, or other format as would be readily understood by a worker skilled in the art.

The term "semantic outline" is used to define a collection of content elements labelled with meaningful names.

The term "message-sending company" is used to define a company that wishes to send information to potential customers.

The term "audience-type category" is used to define the identification of a group of customer records categorized with respect to a common interest or other criteria of the customers.

The term "messaging controller site" is used to define the site that initiates and coordinates the sending of messages to the individual customers via the message-sending company.

Unless defined otherwise, all technical and scientific terms used herein have the same meaning as commonly understood by one of ordinary skill in the art to which this invention belongs.

The present invention provides a distributed system that allows organizations to quickly collect and distribute information to their customers electronically and to monitor the interaction of their customers in response to the information sent. The system integrates and automates some of the marketing, sales and customer-service functions of an organization. The present invention can provide a means for the production, delivery and analysis and planning of customer communications employed in marketing research, sales and customer-service processes. This can speed the Return On Investment (ROI) from business processes and may lower the cost of operating these processes.

The system can be implemented as an addition to existing legacy systems and business processes via its Enterprise Application Integration (EAI) middleware. It can be deployed as a component-based, distributed web service that is architected to enable companies using the system to deploy the specific combination of components needed to address their needs.

Electronic message production occurs via web-enabled production systems that create templates from existing content, and enable users to quickly customize, personalize, re-purpose, publish and deliver content, in specific formats, to a customer or group of customers. Targeting of personal and bulk communications delivered by the system is informed by on-going diagnoses of the 'state of mind' of a customer, that can be based on transactions and interactions in real time (both via legacy systems, and via content viewing, transactions, and interactions provoked by the content delivered by the present invention, for example). Analytics can monitor the impact of content delivered on target outcomes. The present invention can enable the entire process to be operated and managed, as an on-going 'conversation' with each customer that is iteratively shaped by customer responses to preceding content.

The present invention embodies strategic, tactical, and functional patterns which, when embodied in a network-enabled application, can make it possible for individual users to get their information, knowledge-based and relationship engendering work done more efficiently and more effectively with the assistance of valued colleagues, partners, customers and prospective new customers. The present invention can enable the delivery of the right information to the right people at the right time in ways that get their attention, and provoke them into self-serviced interactions and transactions that speed discoveries and sales.

The invention enables users to quickly create and maintain their own digital library of valuable on-line content and contacts. It can enable them to virally build their library with the self-serviced, non-obtrusive and non-disruptive assistance of colleagues. It can also enable them to rate the value of specific information items that they, or their colleagues, have contributed. Their ratings, over time, can enable patterns of valuable content and valuable relationships internal to an organization to emerge. Important information can then be sent to colleagues, customers or prospects quickly by electronic means in the form of an electronic message. These recipients can be targeted based on their prior self-serviced transactions, interactions and content viewing behaviours. In addition, the present invention provides a means for the tracking of the attention obtained from the recipients. For example, all embedded hyperlinks that point to further details in an electronic message are automatically personalized, to enable tracking of recipient click-actions. These click actions can yield data that record the types of topics of interest, as well as (if the necessary component is invoked, at the user's discretion) yield additional diagnostic data on the electronic message formats that each customer is able to view. The content viewing activities of individual customers can thus be tracked thereby providing a means for information on activities spawned by individual campaigns and the content viewing impacts on specified transactions (for example, sales) of those customers and campaigns.

In one embodiment, a multimedia component of the present invention can enable the customization of multimedia content using appropriate content production tools, factories and templates presented in a web browser user interface. The resulting productions can be automatically published to the Internet as new URLs, for example,

and available for embedding into any outbound distillation of content in any of several electronic message formats (for example, a briefing, newsletter or an announcement). In addition, existing multimedia content can also be parsed from their Internet browser, thereby adding new templates to the electronic message production systems according to the present invention.

In one embodiment, the system provides a means for monitoring the performance of the distributed network infrastructure, on which the system of the present invention is operating, and can automatically receive notifications via messaging systems, for example email or SMS whenever critical performance thresholds are crossed.

FIGURE 1 illustrates a screenshot of components of the system according to one embodiment of the present invention together with a high level view of how each relates to the other.

FIGURE 2 illustrates a high level view of one embodiment of the distributed system. The distributed system according to the present invention can be categorized into eight main components for purposes of description, however the components may be inter-related and any number of these components can be combined together to form individual modules. These components are: (i) an information sharing, categorizing and rating system (1), (ii) a multimedia message production and editing system (2), (iii) a rich-content electronic message and electronic newsletter authoring system (3), (iv) an audience targeting and message sending system (4), (v) a data replication system (5) that transfers data between remote locations, for example, between the organization that composes the messages, henceforth referred to as the messaging controller site, and organizations that provide information such as customer contact lists, (vi) a bulk message delivery system (6) between the messaging controller site and the organization that wishes to send the messages to its individual customers, henceforth referred to as the message-sending company (10), including a returned mail management system (601), (vii) a tracking system (7) that monitors interactions initiated by the customers as a result of receiving one or more of the electronic messages sent to them, and (viii) a system (8) that monitors the health and performance of the entire distributed system.

FIGURE 3 illustrates one embodiment of the present invention and FIGURE 4 illustrates a data flow diagram for the embodiment illustrated in FIGURE 3.

Information pertaining to a company's business, products, or services is entered into the content sharing, categorizing and rating system (1). This content can include for example images, documents, hyperdocuments, multimedia productions and any other type of content as would be readily understood by a worker skilled in the art. A customer communication campaign can then be designed, including suggestions as to the overall message to be sent, the feedback needed from the customers, and possibly which customers should receive which variations of the message. The message author then searches the content sharing system (1) for appropriate content to be used in the message. The author may, at this stage, can also edit any multimedia components using information from the content sharing system (1) including text, images, links, audio tracks, and motion pictures, using the multimedia system (2).

The rich-content electronic message authoring system (3) can subsequently be used to create an electronic message with appropriate links to the content items located during the search of the content sharing system (1). These content items can include a multimedia presentation or other web-accessible documents. The message author may also include a hyperlink to the company website where the recipient of the message is allowed to perform a self-service business transaction with the company. The campaign manager then uses the audience targeting system (4) to create several audience-type categories to group various records of customers with similar interests. The customer records are stored in a customer database (401) and can be entered manually into the database or imported into the database using the data replication system (5). The text and links or interaction points, for example a hyperlink, in each message for a particular group of customers can then be appropriately edited to allow tracing and electronically sent to the message-sending company server using the bulk messaging system (6). In addition, in one embodiment any electronic message that is not delivered to the customer as a result of an invalid address can be reported by the returned mail management system (601). The campaign manager can inspect this returned mail management system (601) and correct the electronic address if required, or can delete this address if the message was returned due to a confirmed invalid address.

Periodically over the time following the sending of the electronic messages, the campaign manager can inspect the campaign effectiveness statistics and graphs presented by the tracking system (7). The campaign manager can use this tool to analyze which customers clicked on which message link or interaction point and when this action occurred. In addition the tracking system can analyze the speed of engaging customers in the desired business transaction with the company. The campaign manager may therefore be provided with information about customer behaviour, customer preferences, and may determine which customers should receive further communication. This can also provide the campaign manager with an idea of the type of content to be incorporated into this further communication for these identified customers. Based on the insights about customer behaviour and preferences that can be obtained from the tracking system (7), the campaign manager can design further electronic messages and possibly further multimedia presentations, and send them in due course, as described above, to appropriately targeted customers. This system, in combination with the audience targeting system, can also be able to automatically categorize customers into further audience-type categories, based on which interaction points, of the electronic message were clicked on by the electronic message recipients or customers and when.

Each component of the distributed system of the invention is described in more detail below based on one embodiment of the present invention.

Content Sharing, Categorizing and Rating System (1)

The content sharing, categorizing and rating system provides a means for the users of the system according to the present invention to provide information relating to the content inserted into the system thereby enabling other users or themselves to identify useful content in a more effective manner.

The flow of data through this system is illustrated in FIGURE 5. This system can allow a user to enter a universal resource locator (URL) reference or other form of tag to a document, hyperdocument, image, or multimedia content item, or text from a text or hypertext document, into a data entry form. The user interface for entering an image is shown in FIGURE 6. The user can also enter descriptive keywords and a summary of the content item into the form as well as choose from a range of "usefulness/quality" values to categorize the item.

The user can establish a user profile within the system and can include keywords of interest to them. When the user views the main content item listing screen, they are presented, without an explicit request, with a list of recently entered items whose keywords or summaries match their keywords.

The user may also enter keywords and logical expressions to search and view lists of items within the system. The user interface for searching the system is shown in FIGURE 7. The selected item is displayed in the appropriate viewer software (e.g. a web browser window, or web browser window containing a Portable Document Format viewer plug-in) and surrounded by buttons for example that are part of the system as shown in FIGURE 8. The buttons can allow the user to rate the usefulness/quality of the item, and to forward the content to other users via electronic messages. The system tracks, in a database, which users have viewed, rated, and forwarded which content items. Users can also filter their search results by specifying content quality/usefulness thresholds, or by retrieving only items that have been viewed or deemed worthwhile by particular other users.

Two-Stage Multimedia Presentation Production System (2)

Data flow through this system is shown in FIGURE 9. The first stage (201) of the multimedia system (2) comprises a component used to create a multimedia presentation template, and the second stage (202) comprises a component used to edit a semantically annotated multimedia presentation template to produce a particular multimedia message, presentation or story suited to a particular purpose. The information sharing, categorizing and rating system (1) shares its database with the multimedia presentation production system and content items from the former can be used to add or replace items in the latter.

In the first stage (201), a user is able to import a multimedia data file (for example, but not limited to, a Macromedia FLASH movie) into the system. The system reads the sequence of multimedia content tags and commands that comprise the multimedia data file, and decomposes the multimedia data file into constituent simple content elements, including but not limited to text elements, sound elements, image elements, and URL linked text and button elements. The system presents a user interface that allows the

user to view and label individual content elements of the multimedia, with meaningful names, and to collect the elements into named logical sections in a "semantic outline" of the multimedia as shown in FIGURE 10. This semantic outline can be stored in XML, or similar format as would be readily understood. The conjunction of the original multimedia data file and the XML outline becomes a multimedia template, with clearly identified replaceable individual content items.

In the second stage (202), a second user interface, as shown in FIGURE 11, is subsequently presented which displays or runs the multimedia, alongside a list of the semantically labelled replaceable content elements. Selecting a content element from the list automatically causes the display of the multimedia to show the scene of the multimedia that contains that selected content element. The user is subsequently able to select a "change" button that is associated with the content element in the list. A user interface as shown in FIGURE 12. is presented in which an alternative media content item can be selected to replace the selected content item. The system creates and immediately displays a new version of the multimedia data file, which incorporates the replacement content item instead of the original content item.

The alternative media content items, for use in content replacement, can be authored directly by the user in the user interface (in the case of text or URL link or button items), or chosen by the user from a palette of items which the system retrieves from the content sharing system (1) and displays in the content item editing user interface.

Rich-Content Electronic Message Authoring System (3)

This is also a two-part system, wherein the first component enables the rapid and convenient creation of standardized electronic newsletters, and the second a component enables rapid and convenient creation of rich-content electronic messages. As in the case of the multimedia system, the sharing, categorizing and rating system (1) database is also shared with the rich-content electronic message authoring system (3) and content items from the former can be inserted into electronic messages created in the latter.

In the first component, the user is presented with a user interface comprising an editable template of a newsletter. The template can have clearly denoted fields for entry of the newsletter section name, the paragraph header and the paragraph text content of a single

newsletter paragraph. The template user interface can also have a multilingual text language selector, which allows selection of the language in which the paragraph is to be authored. The template user interface can also allow the selection of a linkable document or hyperdocument, and the creation of link anchor text, so that a single link can be included in the newsletter at the end of each paragraph.

When the user has filled in the content, the template user-interface can present the electronic newsletter as it would appear to the recipients of the newsletter. The user may then edit the content further, delete a paragraph, or add and edit further paragraphs. A form is also provided in the user interface to allow for the authoring and editing of signature information, such as organization name and contact information, for placement at the end of the newsletter for example.

In the second component, the user is presented with a user interface comprising an editable template of an electronic message. The template has a clearly denoted field for entry of the electronic message body text as shown in FIGURE 13. The user interface allows a section of the text to be designated a link anchor. The user interface can also allow the selection of a linkable document or hyperdocument, and the insertion of a hyperlink to the linkable item into the electronic message body at the position of the anchor text. In addition, the user interface presents a selection of header and footer image pairs, and allows the user to choose a pair of images to be displayed as a header and footer decoration of the electronic message body, for example.

When the user has filled in the electronic message content, the template user-interface can present the electronic message as it would appear to the recipients of the electronic message as shown in FIGURE 14. The user may then edit the electronic message further if desired, or save the electronic message and exit the electronic message authoring user interface.

Audience Targeting and Message Sending System (4)

As previously mentioned, this system includes a customer database (401) that the user can configure bulk-loading of customer records to, on a one-time basis, or on a periodically executed basis, from external customer databases, using the data replication system (5) described below. The user can, optionally for example, type in a recipient's

name and electronic mail address information, and the system will insert that information in the customer database (401).

Within this system the user can create audience-types, each being a named set of customer records. The user may provide search criteria as shown in FIGURE 15, to obtain lists of customers that can then be categorized into these audience-types as shown in FIGURE 16. As mentioned previously, customers can also be automatically categorized into audience-types based on information obtained from the tracking system (7) based on customer interaction with a previously transmitted electronic message.

In addition, the user can specify the list of recipients for a particular electronic message. This can be done by entering search keywords and the system can return matching customer records, which the user may then manually select individually and add to the electronic message recipients list. The user can also specify a logical expression of audience-types to obtain a list of electronic message recipients as shown in FIGURE 17. The user may restrict the electronic message recipients list to those customers who have or have not received particular electronic messages sent out in the past by the system or message recipients who have or have not clicked on particular interaction points in content sent out in the past by the system, by adding this restriction to the logical expression.

The system can also have a configurable time period wherein any customer that has received a electronic message within a predetermined time period will be excluded automatically from the recipients list for the current electronic message. The purpose of this feature is to avoid the delivery of multiple unsolicited electronic messages to the same customer within a short period of time. This feature can be particularly usful if a single customer record is categorized under several logical message audience-types, and separate but similar electronic messages are specified to be sent to each of those audience-types all within a short time period.

To send the electronic message, the user specifies the electronic message, the recipient list as described above, a subject text line, and the sender and reply-to names and an electronic address, for example an electronic mail address. The system displays the number of recipients and provides an opportunity to preview the electronic message to

be delivered, and asks the user to confirm the message sending. If the user confirms, the system modifies the electronic message that is sent to each recipient so as to include their name in the electronic message (that is, the system does a mail-merge operation). The system also modifies the electronic message sent to each recipient so that the reply address to which returned electronic message notifications will be sent is a special electronic mail address at which the system itself is listening. The reply address is also encoded specially in each recipient's version of the electronic message so that the returned electronic message will contain enough information to uniquely identify which customer's electronic message was returned.

The electronic message is then delivered to the individual customers using the bulk message delivery system (6) described below.

Data Replication System (5)

In one embodiment of the present invention, this system is used to allow the transfer of customer contact lists from a remote external location to the server that hosts the customer database (401). The external location may be the message-sending company (10) or one or more other sites that provide this information. In another embodiment of the present invention, this system can be used to transfer electronic messages from the messaging controller site (11) to the message-sending company (10) as part of the bulk message delivery system (6) described below. In yet another embodiment of the present invention, this system may be used to transfer any information between sites within the same organization. In any of these data transfers, in one embodiment the system can apply simple format transformations to the data as it is being transferred from one database to the other. An example where this embodiment is useful is when working around incompatibilities such as data format incompatibilities, between for example, different departments' customer lists. In a further embodiment of the present invention, this system may be used to transfer any information between any two mutually remote computing sites, each of which is protected from arbitrary Internet data access by firewall hardware and/or software. This functionality is schematically illustrated in FIGURE 18. This data replication system illustrated in FIGURE 19, comprises two replication agents, one configured as a data source agent (501) and one as a data sink agent (502).

Each replication agent in the pair communicates with the other agent in the pair that is hosted on a different computer within a different secure company intranet behind a firewall. Communication occurs via the intermediary message store-and-forward server (507), which is part of the data replication controller (503), using a communication protocol that enables either agent to initiate communication and data transfer to the other agent, despite the dual firewall protection that separates the two agents in the pair. The communication protocol does not require reconfiguration of the firewall at either end to facilitate this bi-directionally initiated data communication. The protocol is able to communicate through firewalls by having each agent in the communicating pair periodically poll the intermediary message store-and-forward server (507), which is not behind any firewall that would restrict the receipt or reply of the polling messages. The polling messages get through the firewall surrounding the polling agent because the poll message is the equivalent of a standard port-80 http client request to an external web server, and firewalls are typically configured to allow such traffic through unhindered. The poll message checks for messages destined for the agent. If a message for the agent is waiting on the message store-and-forward server (507), it is sent to the agent as the reply to the poll message, or a reference to the message is sent as the reply to the poll message and the agent makes a second standard-port http (or https) request to the store-and-forward server (507) to download the message. Each agent must be configured by a representative of the organization that hosts it in order to allow only particular, constrained subsets of information, specified by particular SQL queries, to be communicated to the other agent. The parameters specified during configuration can include the web service address of the central message-store-and-forward server (507) with which the agent will communicate, the names and/or addresses/URLs of databases that the agent is to query or update, and user accounts and passwords for access to the databases, for example.

The data replication controller (503) also includes software that facilitates the creation of a replication specification, which specifies the data source (501) and data sink agent (502)), the data access query to be executed by the data source agent (501), and the data store or update query to be executed by the data sink agent (502). A data query command is a command to be executed by one agent to retrieve data from one or more databases or files located on the local computing network where the agent is installed. A data update or data store command is a command to be executed by the other agent to

store the data from the first agent in a database or file located in the local computing environment where the second agent is installed. The user who is logged into the data replication controller application user interface can specify any number of "replication task specifications". These specifications as well as their associations with particular pairs of replication agents are stored in a database (504) within the data replication controller. A further job controller (505) within the data replication controller (503) invokes, co-ordinates, and monitors the status of data replication jobs. In addition, the data replication controller includes a replication jobs scheduler (506), which accepts and stores scheduling specifications of data replication tasks, and places replication jobs onto a job queue with an indication of the time at the which the replication job should be initiated.

When activated, each agent begins polling periodically the message store-and-forward server (507), and if messages are available for the agent, the agent downloads the message and acts on the command present in the message. The command may be a data query, which comprises either an SQL query and database identifier, or a path specification of a data file, for example. Execution of the data query comprises querying the database, or reading the data file, and transferring the resulting data to the message store-and-forward server (507) where the data will be stored. When the message store-and-forward server (507) receives data from a data query, it stores the data and notifies the replication controller (503) that the data is available. The replication controller (503) then communicates to the store-and-forward server (507) and places a "take available data" message addressed to the recipient agent (502) into the message store-and-forward server (507).

The next time that the recipient agent polls the message-store-and-forward server (507), it is notified that there is data available for it. The agent (502) downloads the data from the server and then executes the accompanying command, which, based on the data replication specification, will be an "update data", "update data safely" or "store data file" command. In the case of an "update data" command, the agent (502) inserts the data rows into a specified local database via an SQL client/server connection to the database server, if the rows do not already exist in the database. If the rows exist, they are updated from the newly arrived data. An "update data safely" command operates the same, except that any rows that already exist in the database are inserted in a special

"conflicting updates" table in the database rather than being updated directly in the final target data table. This allows a local application or user to update the actual table more carefully based on an inspection of the corresponding rows of the "conflicting updates" table and actual data table. A "store data" command comes with a file pathname and the agent writes the data to a file with that pathname. A sequence diagram for the data replication system (5) is shown in FIGURE 20.

Bulk Message Delivery System (6)

The purpose of this system, illustrated in FIGURE 21 is to control the delivery of electronic messages to a large set of recipients. It comprises two collaborating distributed components: (i) a central server component (602), located at the messaging controller site, including a process-controller software component (603), a recipient database (604) and electronic message communication status database, and (ii) a mailer-agent component (606), to be located at each message-sending company's site.

Prior to sending the electronic message to the recipients, the central server (602) modifies any interaction points, for example hyperlinks, included in the electronic message to ensure that all interaction points are traceable by the tracking system (7) described below. When for example a hyperlink refers to a content item that is large in size such as a multimedia content item, the system may also configure the hyperlink to trigger an action that detects the recipient's internet connection bandwidth upon their clicking on the hyperlink. If a low bandwidth is detected and a low-bandwidth content item (that is, an item that will download quickly because it is small in data size) is available as a designated alternate to a high-bandwidth multimedia content item, then the low-bandwidth content item is displayed to the user instead of the multimedia content item.

The central server component communicates via the Simple Object Access Protocol (SOAP protocol) or a protocol of similar functionality, with the mailer agent, to initiate a bulk message sending process. Upon this initialization, the mailer agent communicates back to the central server via SOAP protocol to obtain the list of recipient names and electronic mail addresses. The mailer agent then sends the addressed electronic messages to the message-sending company's internal electronic mail server known as the message transfer agent (607) via SMTP protocol or a protocol of similar

functionality. As mentioned previously, in another embodiment of the present invention, the data replication system (5) may be used to transfer electronic messages from the messaging controller site to the message-sending company, where the electronic messages are forwarded to the message transfer agent (607). The electronic messages are thus sent out to all of the recipients. A sequence diagram for the bulk message delivery system (6) is shown in FIGURE 22.

All returned electronic messages are analysed and information is displayed to the sender of the electronic message indicating which customers had returned electronic messages, and whether the return was caused by an invalid or non-existent electronic mail address, or was caused by some other possibly transient electronic messaging failure. The system gives the user the opportunity to correct the electronic mail addresses of returned customer records, or to delete those records from the customer record database.

The distributed architecture of this subsystem can allow organization and administration of the bulk messaging campaign to take place on a single, special purpose central server, which provides application service provider (ASP) style web user interfaces to its functions, while the actual electronic messages sent as part of the messaging campaign are sent via each sending-company's own mail server, mediated by the remote mailer agent. This distribution of messaging system responsibilities results in the electronic messages having an appropriate sending-company mail server as their originating electronic mail server, even though an outsourced ASP messaging campaign management process is used to co-ordinate the mailing campaign. The distributed architecture can also yield the desirable property of freeing its own resources by offloading the sending of the individual electronic messages to the sending-company's host computer without overburdening it with the central server component of the messaging system.

Messaging Campaign Tracking and Assessment System (7)

This system tracks the interaction of customers with the electronic messages sent to them as well as providing a means for assessment of the effectiveness of the various messaging campaigns. The system also allows assessment of the disposition of customers towards propositions in a series of electronic messages sent to them, and their likelihood to act on future electronic messages sent to them. When a recipient clicks on

an interaction point in the electronic message received, it triggers an action of the system that records which recipient clicked on which interaction point and when. This information is stored in a database and used to obtain insight into campaign message effectiveness and content/topic popularity. As mentioned previously, the targeting system (4) modifies the interaction points to ensure they trigger the recording action when clicked upon. For example, the tracking system (7) can produce a summary of the number of clicks (and successful page openings) on each URL in the electronic message for viewing by the user as shown in FIGURE 23. The system can also display a detailed report of interactions with content for each customer included in the campaign message audience as shown in FIGURE 24. The interactions of individual customers with URL content from different campaigns can also be viewed as shown in FIGURE 25. In addition, the system can produce graphical displays of the cumulative number of customer conversion transactions per day, compared to the cumulative number of such transactions in a reference baseline, which may be a particular previous messaging campaign or an average of the results of several previous campaigns. These graphs can be for a particular messaging campaign or a specific audience-type as shown in FIGURE 26. This allows fine-grained analysis of the relative response rate of customers of various types to the campaign.

In another embodiment of the present invention, the messaging campaign tracking and assessment system, in combination with the audience targeting system (4) is able to automatically categorize customers into further pre-existing audience-type categories or remove them from existing audience-type categories. This further categorization uses a set of rules based on logical combinations of a customer's attributes and/or patterns of customer interaction with particular content in a series of electronic messages sent to them, and can be defined by the message-sending company. Examples of these rules include rules based on whether a particular customer clicked on a particular interaction point or failed to click on a particular interaction point after a specified time, or based on whether new customer information was added to the customer database (401). The audience-type categories can also identify, for example certain communication approaches or certain topics in which a customer would be interested. For example, audience-types that could be assigned to automatically populated categories, include "aware of X", "interested in X", "deciding whether to act on X", "committed to acting on X". These further categorized customers can then receive electronic messages the

next time a campaign manager selects their audience-type category to send an electronic message to. In addition, electronic messages can automatically be sent to customers that newly join a given audience-type category.

This embodiment of the messaging campaign tracking and assessment system can also be able to record the history of customers into and out of these automatically populated audience-type categories, as well as how long the customers were part of each category. This can allow for the assessment of the evolution of the disposition of customers towards certain topics or suggestions, for example.

Health and Performance Monitoring System (8)

In one embodiment, a monitoring agent is placed on each computer that hosts parts of the distributed system. This agent can monitor system performance, communication performance, and system and application health parameters of the computer. Health refers to the malfunctioning of components or communications. Performance measures include parameters such as the interactive response speed of a user interface, the speed of delivering electronic messages, timeliness of notification deliveries, and speed of communication between various components of the whole system and other parameters. The user interface of this system is shown in FIGURE 27. This system sends a regular stream of performance and health data back to a central monitoring server, located at the messaging controller site, which can produce time-series graphs of the system parameters of each host computer, and can also immediately notify a human system operator, via electronic mail or other means, if any host computer that is part of the distributed system is non-functional or unhealthy in some sense. This rapid notification of non-functional components facilitates the rapid repair of system problems and therefore facilitates a high system availability and reliability level.

WE CLAIM:

1. A distributed electronic marketing, sales and service management system enabling the creation, distribution and tracking of at least one electronic message to at least one predetermined potential customer, said system comprising:

a) a data storage system for organizing and storing a plurality of content, selected portions of said content for insertion into the at least one electronic message;

b) a production system for the creation of the at least one electronic message, said at least one electronic message having a predetermined theme, wherein content having the predetermined theme can be inserted into the at least one electronic message;

c) a messaging system performing functions including transmission of the at least one electronic message to the at least one predetermined potential customer, said messaging system and the at least one predetermined customer being interconnected by at least one communication network;

d) a tracking system for collecting and evaluating notifications based on interaction with the at least one electronic message by the at least one predetermined potential customer;

wherein the data storage system, production system, messaging system and tracking system are electronically interconnected thereby enabling electronic information transfer therebetween.

2. The distributed electronic marketing, sales and service management system according to claim 1, wherein the plurality of content within the data storage system can be associated with one or more descriptors, wherein the data storage system can be searched for content having predetermined descriptors.

3. The distributed electronic marketing, sales and service management system according to claim 1, wherein the production system provides a means for separating a previously created electronic message into component pieces, said production system further providing a means for replacing selected component pieces with content selected from the data storage system.

4. The distributed electronic marketing, sales and service management system according to claim 1, wherein the production system provides a means for separating a multimedia content item into component pieces and creating a semantic outline thereof, said production system further providing a means for presenting the semantic outline alongside the multimedia content item, said production system providing a means for modification of the multimedia content item through replacement of component pieces with alternate content selected from the data storage system producing an amended multimedia content item, said production system thereby enabling viewing of the amended multimedia content item simultaneously with the semantic outline for ease of amendment.

5. The distributed electronic marketing, sales and service management system according to claim 1, further comprising a targeting system providing a means for selecting the at least one predetermined customer or group of predetermined customers, wherein said selection can be made based on a predetermined criteria wherein the at least one predetermined customer or group of predetermined customers are associated with the predetermined criteria.

6. The distributed electronic marketing, sales and service management system according to claim 5, wherein said predetermined criteria provides a means for the targeting system to organise a plurality of customers into categories, wherein the at least one predetermined customer or group of predetermined customers can be assigned one or more categories based on notifications received by the tracking system.

7. The distributed electronic marketing, sales and service management system according to claim 1, wherein the messaging system includes a means for modifying a generic electronic message in order to personalize the generic electronic message for a selected predetermined potential customer, said modification providing a means for the tracking system to correlate notifications with the selected predetermined potential customer.

8. The distributed electronic marketing, sales and service management system according to claim 7, wherein the messaging system includes a means for

electronically transmitting the at least one electronic message to an intermediate host, said intermediate host subsequently transmitting the at least one electronic message to the at least one predetermined customer, and said intermediate host being identified to the at least one predetermined customer as originator of the transmission of the at least one electronic message.

9. The distributed electronic marketing, sales and service management system according to claim 1, further comprising a monitoring system for evaluating the functionality of the distributed electronic management system, said monitoring system providing a means for transmission of an alarm to a system manager upon detection of a potential problem.

10. The distributed electronic marketing, sales and service management system according to claim 1, further comprising a means for transmitting correspondence to a sales representative, said correspondence resulting from notifications received by the tracking system, said correspondence transmitted to the sales representative upon receipt of signal from the tracking system, thereby providing a means for the sales representative to timely respond to a request from the at least one predetermined customer.

11. The distributed electronic marketing, sales and service management system according to claim 10, wherein the correspondence is a SMS or cellular telephone call.

12. The distributed electronic marketing, sales and service management system according to claim 1, further comprising a data replication system enabling data transfers from a first database to a second database, wherein the first and second databases are each protected by a firewall type system.

13. A method for the creation, distribution and tracking of at least one electronic message to at least one predetermined potential customer, said method comprising the steps of:

a) organizing and storing a plurality of content, selected portions of said content for insertion into the at least one electronic message;

b) creating the at least one electronic message, said at least one electronic message having a predetermined theme, wherein content having the predetermined theme can be inserted into the at least one electronic message;

c) transmitting the at least one electronic message to the at least one predetermined potential customer;

d) collecting and evaluating notifications based on interaction with the at least one electronic message by the at least one predetermined potential customer;

wherein the collection and evaluation of the notifications enables incorporation of content relating to these previous notifications into a subsequently created and transmitted electronic message to the same predetermined potential customer.

14. The method according to claim 13, wherein prior to the step of organizing and storing the plurality of content, each piece of content of the plurality of content can have at least one descriptor associated therewith thereby providing a means for organizing the plurality of content.

15. The method according to claim 13, wherein the step of creating the at least one electronic message includes inserting at least one interaction point into the at least one electronic message, said interaction point including a means for transmitting notifications to a tracking system.

16. The method according to claim 13, wherein the step of collecting and evaluating notifications provides a means for determining a theme for an electronic message subsequently transmitted to the same at least one potential customer.

17. A computer program product comprising a computer readable medium having a computer program recorded thereon for performing a method for the creation, distribution and tracking of at least one electronic message to at least one predetermined potential customer comprising the steps of:

a) organizing and storing a plurality of content, selected portions of said content for insertion into the at least one electronic message;

b) creating the at least one electronic message, said at least one electronic message having a predetermined theme, wherein content having the predetermined theme can be inserted into the at least one electronic message;

c) transmitting the at least one electronic message to the at least one predetermined potential customer;

d) collecting and evaluating notifications based on interaction with the at least one electronic message by the at least one predetermined potential customer;

wherein the collection and evaluation of the notifications enables incorporation of content relating to these previous notifications into a subsequently created and transmitted electronic message to the same predetermined potential customer.

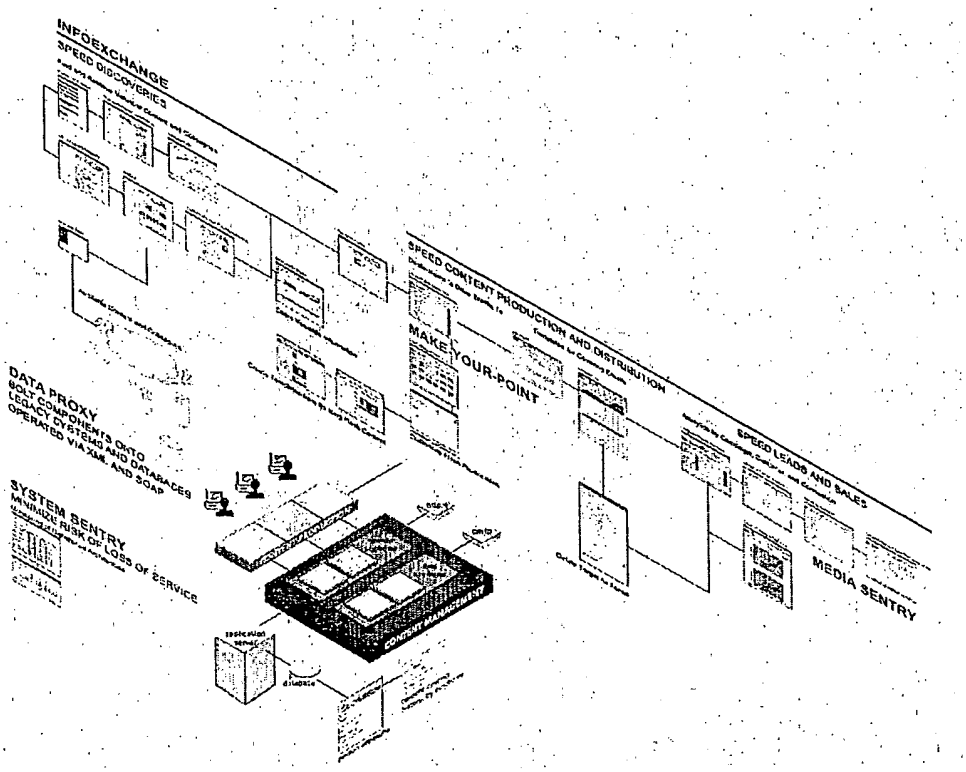
INFOEXCHANGE
SPEED DISCOVERIES
SPEED CONTENT PRODUCTION AND DISTRIBUTION
MAKE YOUR POINT
SPEED LEADS AND SALES
DATA PROXY
SOLT COMPONENTS ONTO
LEGACY SYSTEMS AND DATABASES
OPERATED VIA XML AND SOAP
SYSTEM SENTRY
MINIMIZE RISK OF LOSS OF SERVICE
MEDIA SENTRY
CONTENT MANAGEMENT

FIGURE 1

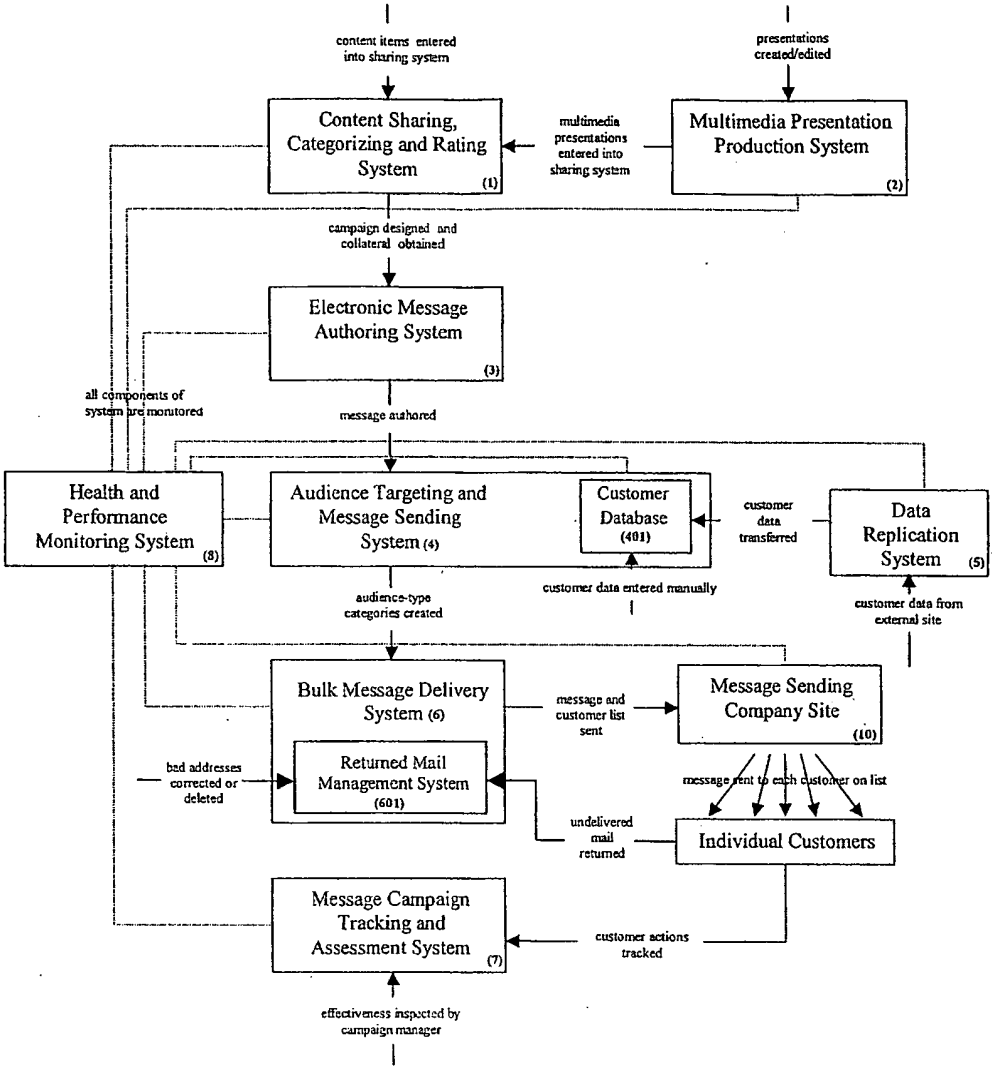
content items entered into sharing system
presentations created/edited
Content Sharing, Categorizing and Rating System (1)
multimedia presentations entered into sharing system
Multimedia Presentation Production System (2)
campaign designed and collateral obtained
Electronic Message Authoring System (3)
all components of system are monitored
message authored
Health and Performance Monitoring System (8)
Audience Targeting and Message Sending System (4)
Customer Database (401)
customer data transferred
Data Replication System (5)
audience-type categories created
customer data entered manually
customer data from external site
Bulk Message Delivery System (6)
Returned Mail Management System (601)
message and customer list sent
Message Sending Company Site (10)
bad addresses corrected or deleted
message sent to each customer on list
undelivered mail returned
Individual Customers
Message Campaign Tracking and Assessment System (7)
customer actions tracked
effectiveness inspected by campaign manager

FIGURE 2

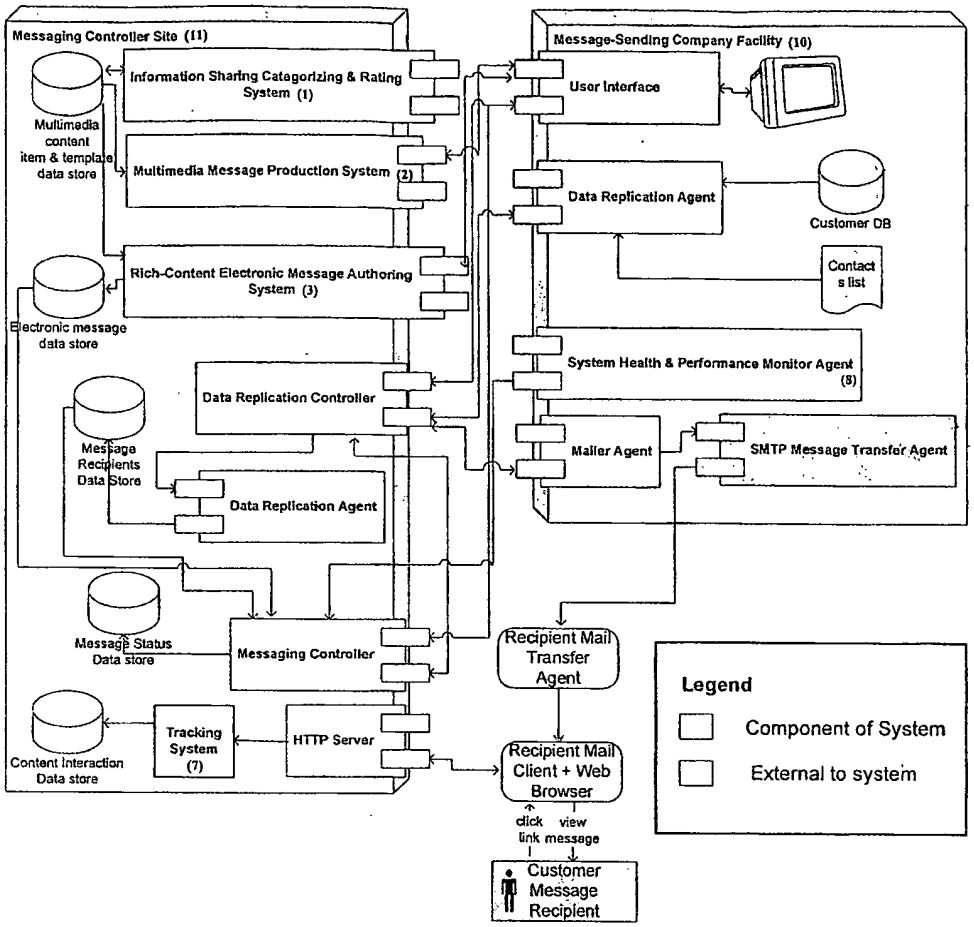
Messaging Controller Site (11)
Information Sharing Categorizing & Rating System (1)
Multimedia content item & template data store
Multimedia Message Production System (2)
Rich-Content Electronic Message Authoring System (3)
Electronic message data store
Data Replication Controller
Message Recipients Data Store
Data Replication Agent
Message Status Data store
Messaging Controller
Tracking System (7)
HTTP Server
Content Interaction Data store
Message-Sending Company Facility (10)
User Interface
Data Replication Agent
Customer DB
Contact s list
System Health & Performance Monitor Agent (8)
Mailer Agent
SMTP Message Transfer Agent
Recipient Mail Transfer Agent
Recipient Mail Client + Web Browser
click link
view message
Customer Message Recipient
Legend
Component of System
External to system

FIGURE 3

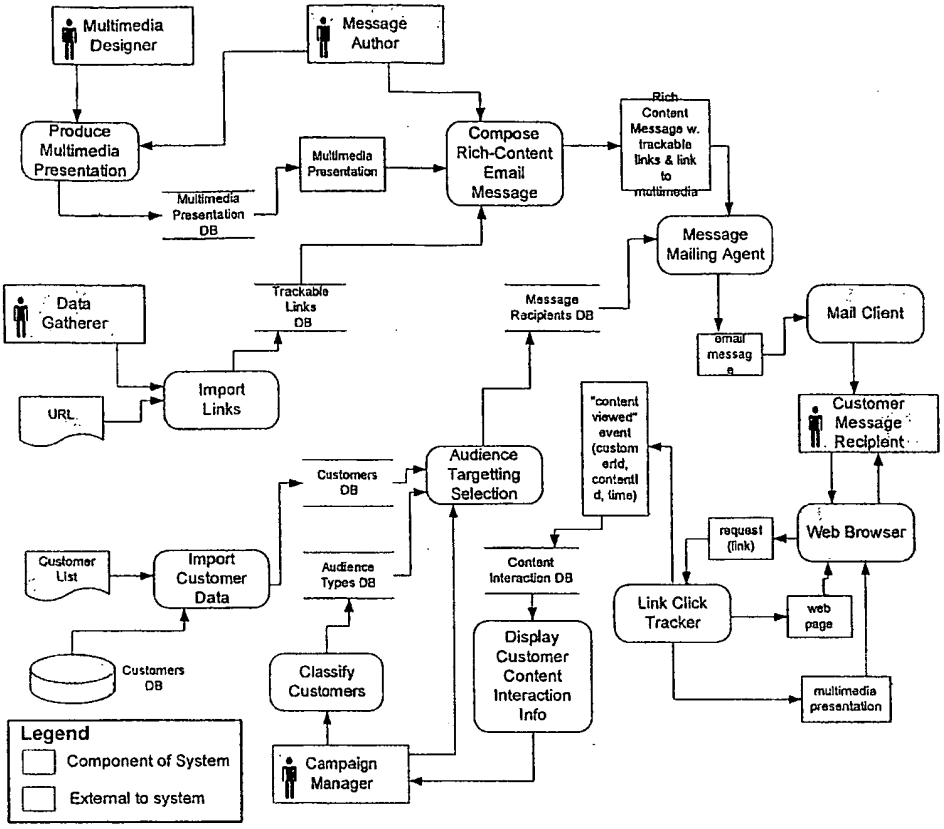
Multimedia Designer
Message Author
Produce Multimedia Presentation
Multimedia Presentation DB
Multimedia Presentation
Compose Rich-Content Email Message
Rich-Content Message w. trackable links & link to multimedia
Message Mailing Agent
Data Gatherer
Trackable Links DB
Message Recipients DB
Mail Client
email messag e
URL
Import Links
"content viewed" event (custom erId, contentI d, time)
Customer Message Recipient
Customers DB
Audience Targetting Selection
request (link)
Web Browser
Customer List
Import Customer Data
Audience Types DB
Content Interaction DB
Link Click Tracker
web page
Customers DB
Classify Customers
Display Customer Content Interaction Info
multimedia presentation
Legend
Component of System
External to system
Campaign Manager

FIGURE 4

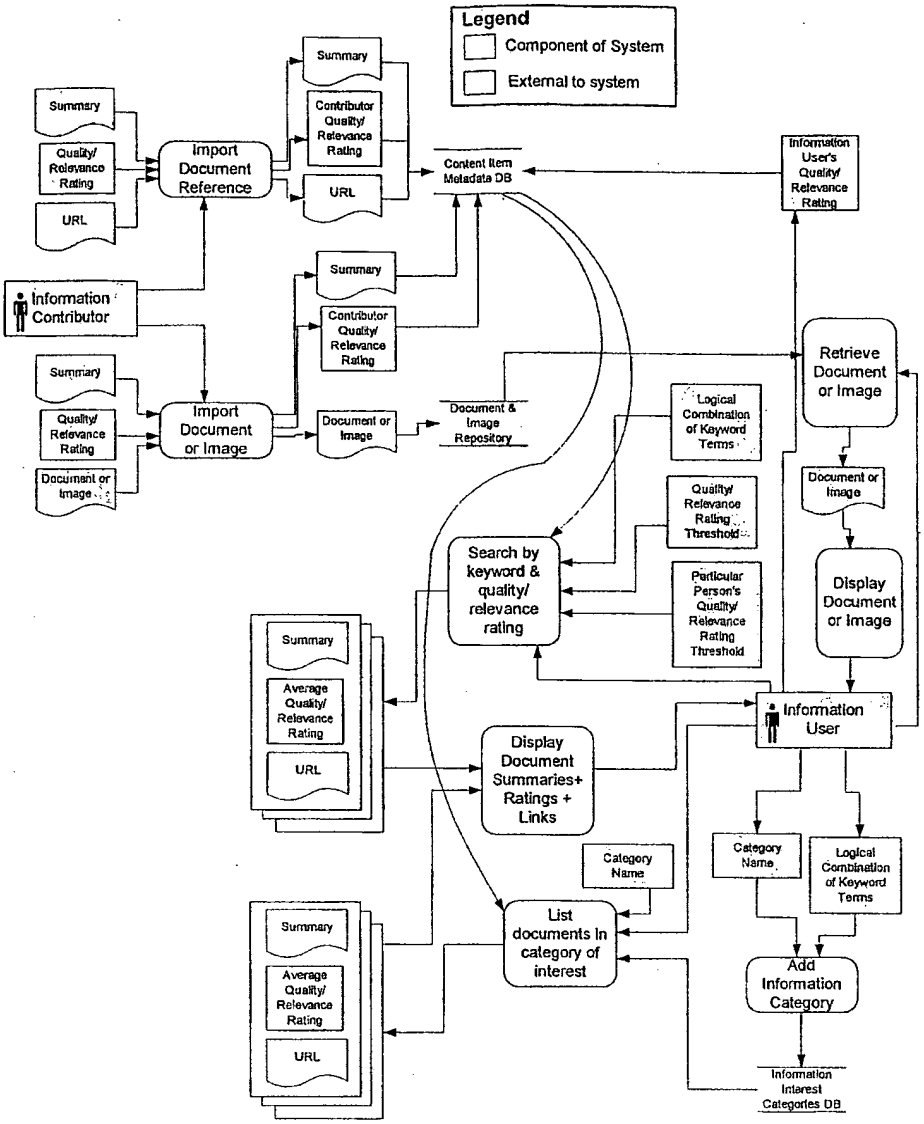
Legend
Component of System
External to system
Summary
Quality/ Relevance Rating
URL
Import Document Reference
Contributor Quality/ Relevance Rating
Content Item Metadata DB
Information User's Quality/ Relevance Rating
Information Contributor
Import Document or Image
Document or Image
Document & Image Repository
Retrieve Document or Image
Logical Combination of Keyword Terms
Quality/ Relevance Rating Threshold
Particular Person's Quality/ Relevance Rating Threshold
Search by keyword & quality/ relevance rating
Display Document or Image
Average Quality/ Relevance Rating
Information User
Display Document Summaries+ Ratings + Links
Category Name
List documents in category of interest
Logical Combination of Keyword Terms
Add Information Category
Information Interest Categories DB

FIGURE 5

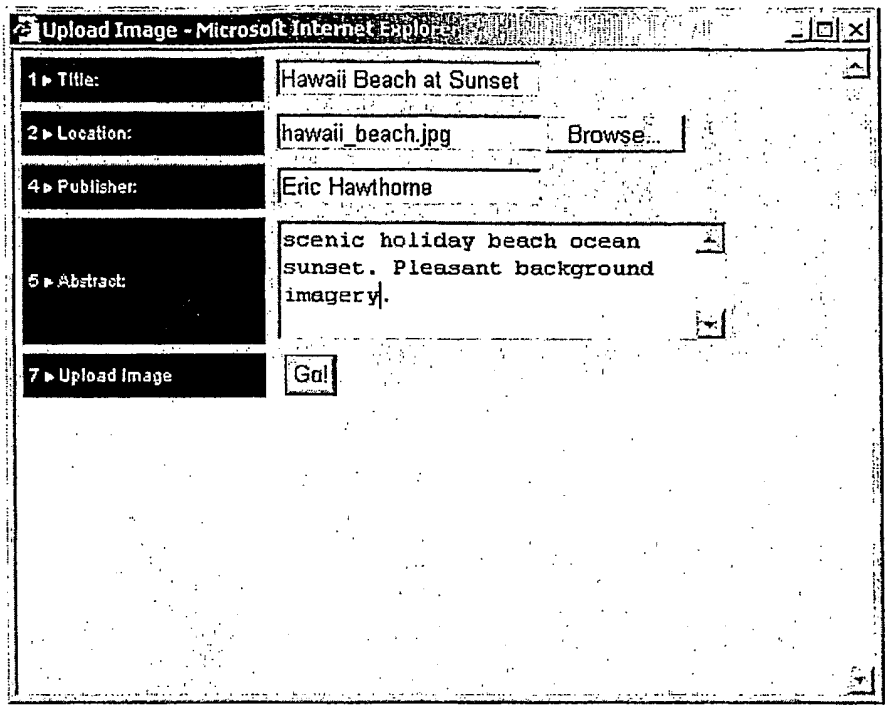
Upload Image - Microsoft Internet Explorer
1 ▸ Title:
Hawaii Beach at Sunset
2 ▸ Location:
hawaii_beach.jpg
Browse...
4 ▸ Publisher:
Eric Hawthorne
5 ▸ Abstract:
scenic holiday beach ocean sunset. Pleasant background imagery.
7 ▸ Upload Image
Go!

FIGURE 6

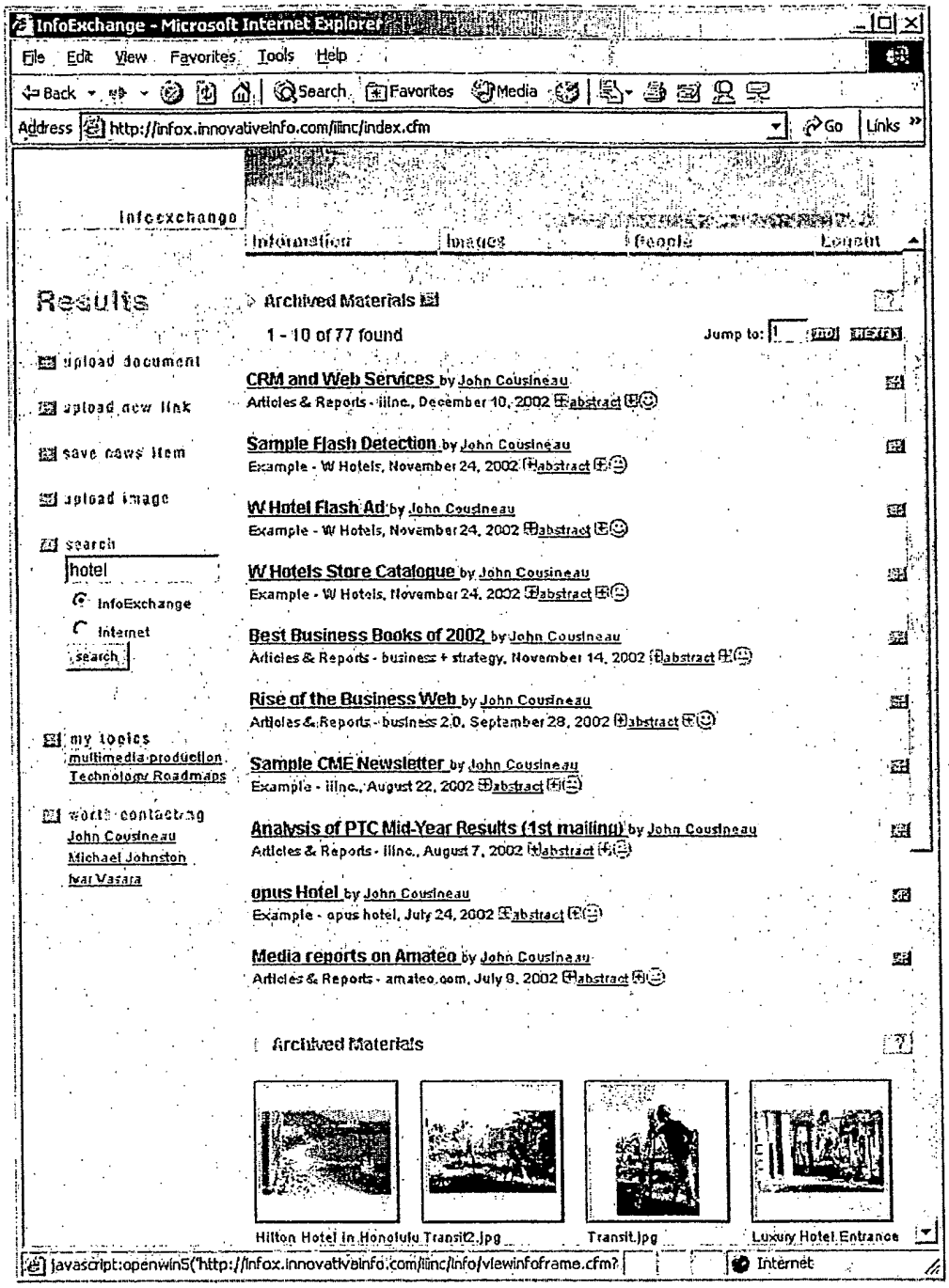
InfoExchange - Microsoft Internet Explorer
File Edit View Favorites Tools Help
Back Search Favorites Media
Address http://infox.innovativeinfo.com/iinc/index.cfm
Go Links
Infoexchange
Information Images People Logout
Results
upload document
upload new link
save news item
upload image
search
hotel
InfoExchange
Internet
search
my topics
multimedia production
Technology Roadmaps
worth contacting
John Cousineau
Michael Johnston
Ivar Vasara
Archived Materials
1 - 10 of 77 found
Jump to:
CRM and Web Services by John Cousineau
Articles & Reports - iiinc., December 10, 2002 abstract
Sample Flash Detection by John Cousineau
Example - W Hotels, November 24, 2002 abstract
W Hotel Flash Ad by John Cousineau
Example - W Hotels, November 24, 2002 abstract
W Hotels Store Catalogue by John Cousineau
Example - W Hotels, November 24, 2002 abstract
Best Business Books of 2002 by John Cousineau
Articles & Reports - business + strategy, November 14, 2002 abstract
Rise of the Business Web by John Cousineau
Articles & Reports - business 2.0, September 28, 2002 abstract
Sample CME Newsletter by John Cousineau
Example - iiinc., August 22, 2002 abstract
Analysis of PTC Mid-Year Results (1st mailing) by John Cousineau
Articles & Reports - iiinc., August 7, 2002 abstract
opus Hotel by John Cousineau
Example - opus hotel, July 24, 2002 abstract
Media reports on Amateo by John Cousineau
Articles & Reports - amateo.com, July 9, 2002 abstract
Archived Materials
Hilton Hotel in Honolulu Transit2.jpg
Transit.jpg
Luxury Hotel Entrance
javascript:openwin5('http://infox.innovativeinfo.com/iinc/info/viewinfoframe.cfm?
Internet

FIGURE 7

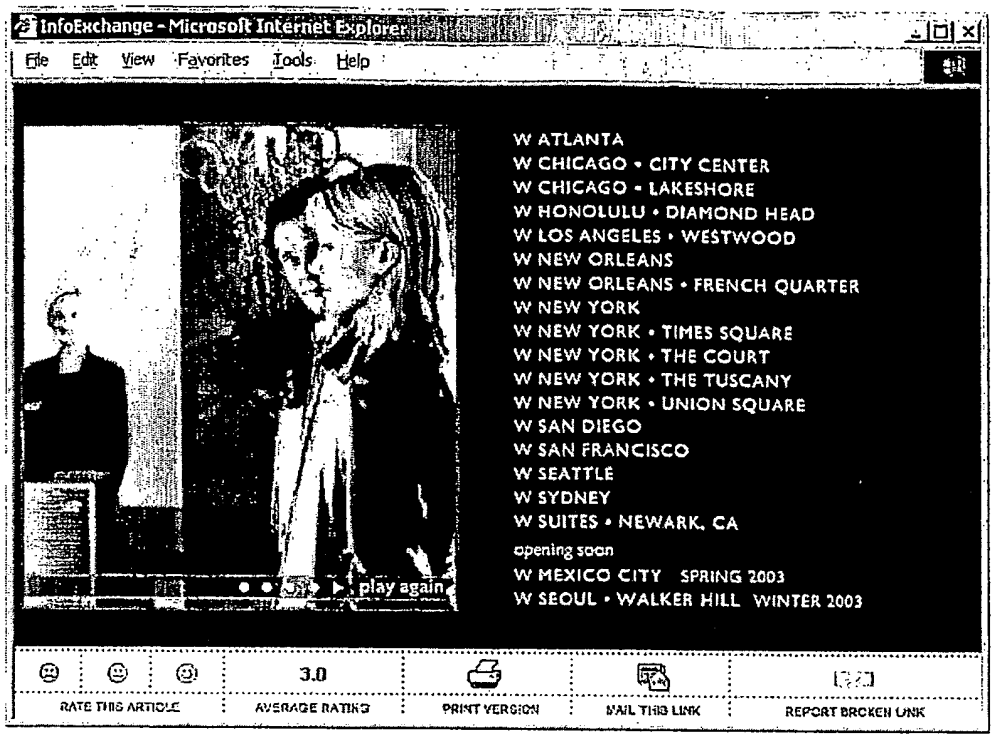
InfoExchange - Microsoft Internet Explorer
File Edit View Favorites Tools Help
play again
W ATLANTA
W CHICAGO • CITY CENTER
W CHICAGO • LAKESHORE
W HONOLULU • DIAMOND HEAD
W LOS ANGELES • WESTWOOD
W NEW ORLEANS
W NEW ORLEANS • FRENCH QUARTER
W NEW YORK
W NEW YORK • TIMES SQUARE
W NEW YORK • THE COURT
W NEW YORK • THE TUSCANY
W NEW YORK • UNION SQUARE
W SAN DIEGO
W SAN FRANCISCO
W SEATTLE
W SYDNEY
W SUITES • NEWARK, CA
opening soon
W MEXICO CITY SPRING 2003
W SEOUL • WALKER HILL WINTER 2003
3.0
RATE THIS ARTICLE
AVERAGE RATING
PRINT VERSION
MAIL THIS LINK
REPORT BROKEN LINK

FIGURE 8

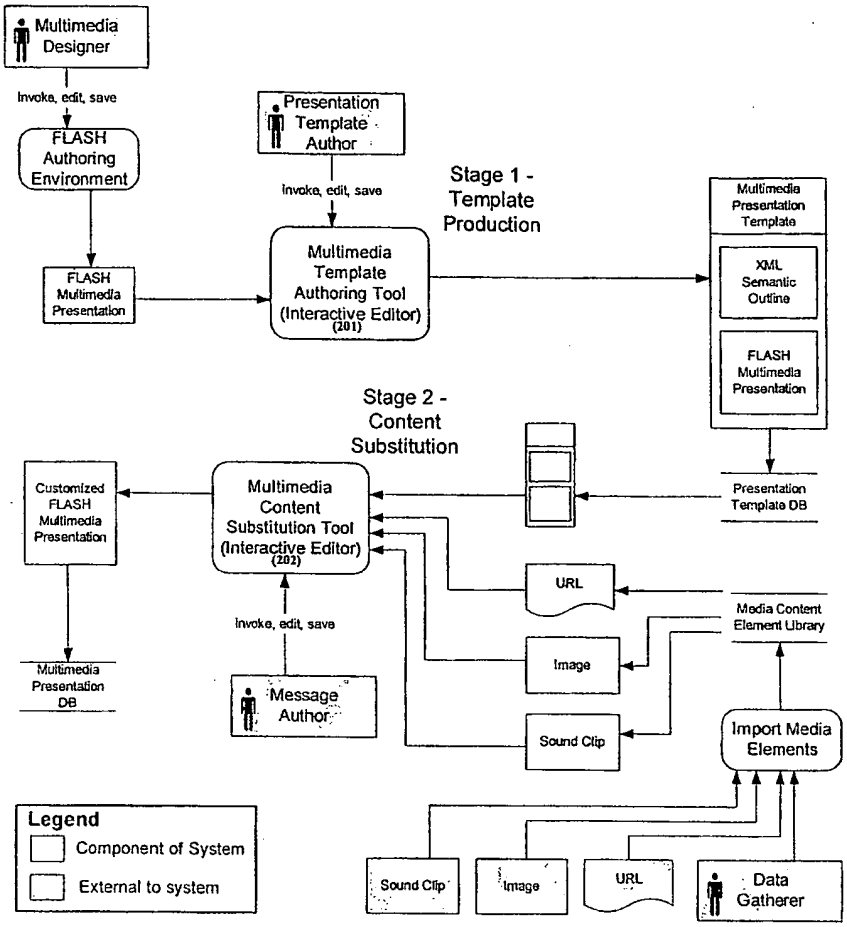
Multimedia Designer
Invoke, edit, save
FLASH Authoring Environment
FLASH Multimedia Presentation
Presentation Template Author
Invoke, edit, save
Multimedia Template Authoring Tool (Interactive Editor) (201)
Stage 1 - Template Production
Multimedia Presentation Template
XML Semantic Outline
FLASH Multimedia Presentation
Presentation Template DB
Stage 2 - Content Substitution
Customized FLASH Multimedia Presentation
Multimedia Content Substitution Tool (Interactive Editor) (202)
URL
Media Content Element Library
Image
Sound Clip
Import Media Elements
Invoke, edit, save
Message Author
Multimedia Presentation DB
Legend
Component of System
External to system
Sound Clip
Image
URL
Data Gatherer

FIGURE 9

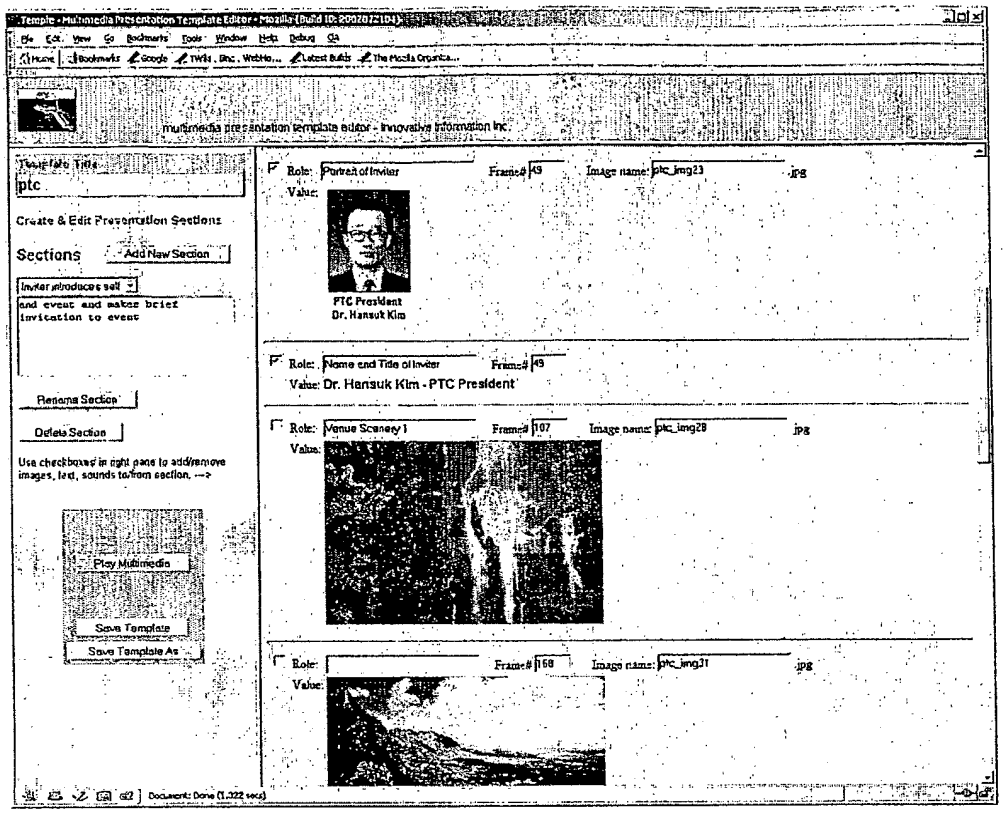
Template - Multimedia Presentation Template Editor - Mozilla (Build ID: 2002072104)
multimedia presentation template editor - innovative information inc.
Template Title
ptc
Create & Edit Presentation Sections
Sections
Add New Section
Inviter introduces self
and event and makes brief invitation to event
Rename Section
Delete Section
Use checkboxes in right pane to add/remove images, text, sounds to/from section, --->
Play Multimedia
Save Template
Save Template As
Role: Portrait of Inviter
Frame# 49
Image name: ptc_img23
jpg
Value:
PTC President
Dr. Hansuk Kim
Role: Name and Title of Inviter
Frame# 49
Value: Dr. Hansuk Kim - PTC President
Role: Venue Scenery 1
Frame# 107
Image name: ptc_img28
jpg
Value:
Role:
Frame# 168
Image name: ptc_img31
jpg
Value:
Document: Done (1.322 secs)

FIGURE 10

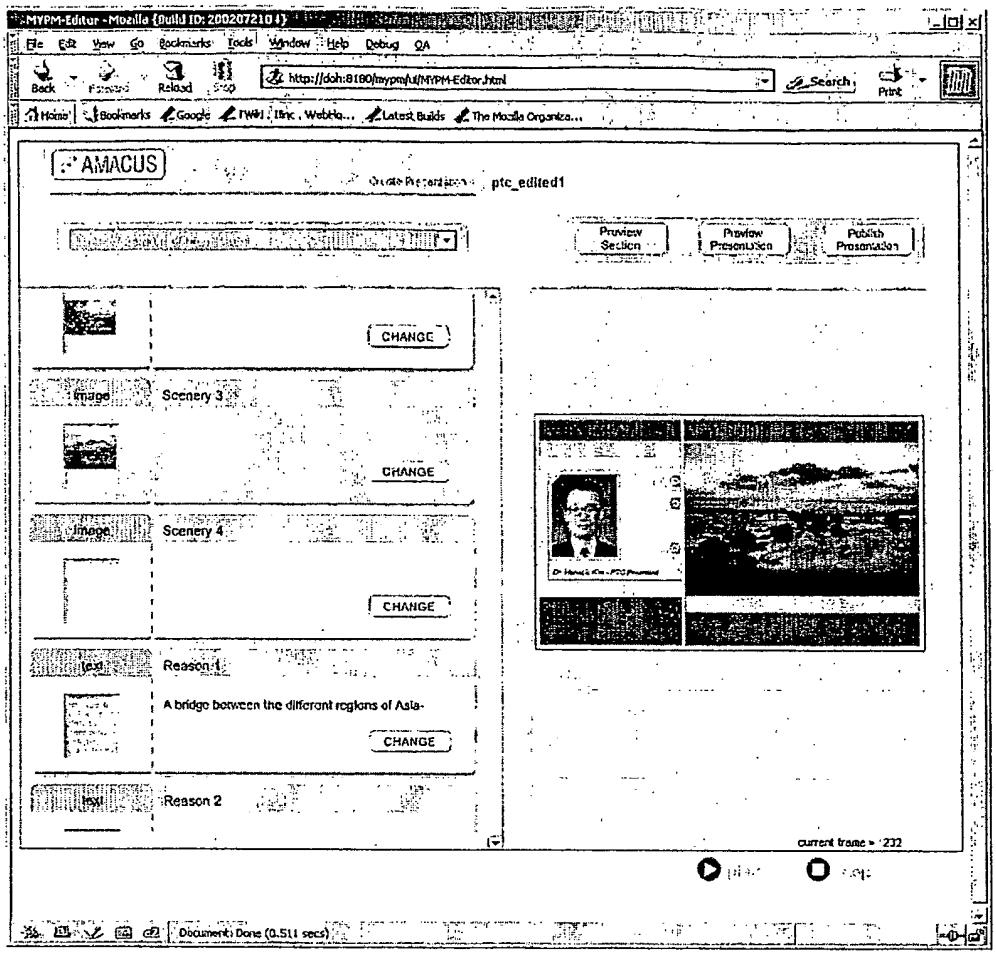
AMACUS
ptc_edited1
Preview Section
Preview Presentation
Publish Presentation
CHANGE
Image
Scenery 3
CHANGE
Image
Scenery 4
CHANGE
Text
Reason 1
A bridge between the different regions of Asia-
CHANGE
Text
Reason 2
current frame = 232

FIGURE 11

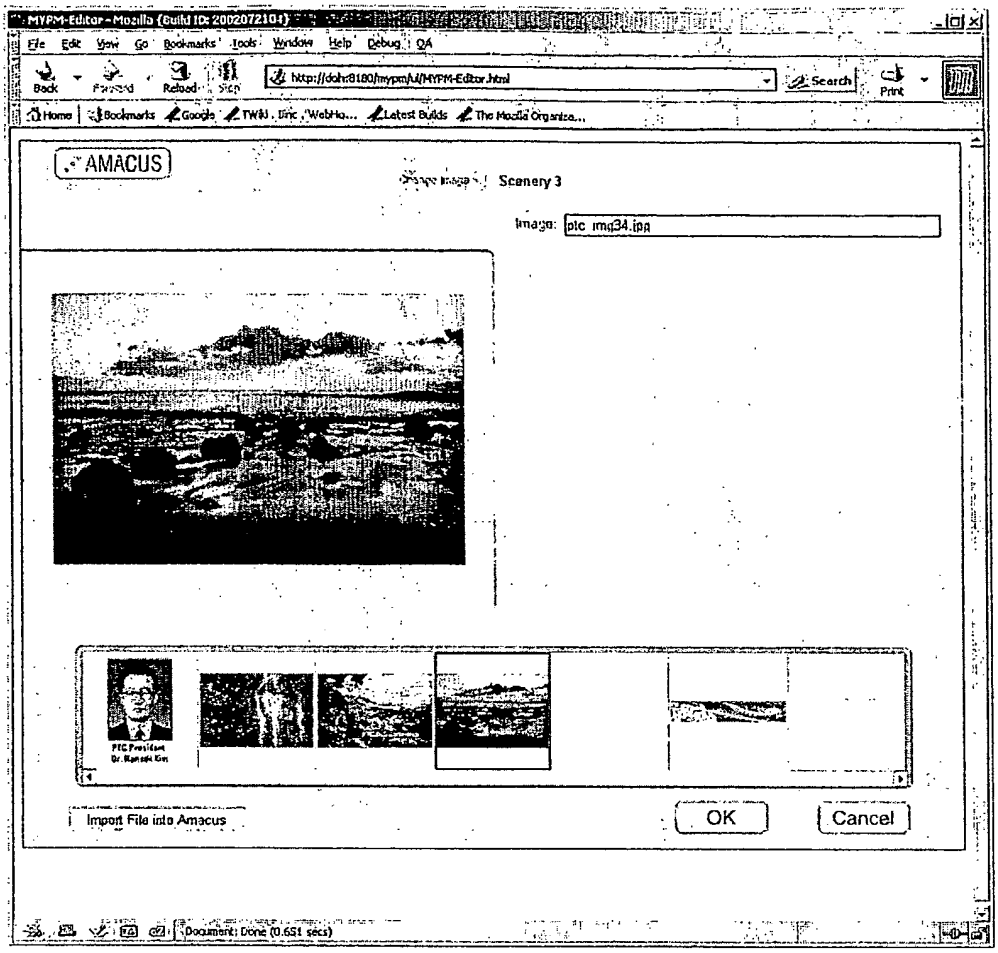
MYPM-Editor - Mozilla {Build ID: 2002072104}
File Edit View Go Bookmarks Tools Window Help Debug QA
Back Forward Reload Stop
http://doh:8180/mypm/d/MYPM-Editor.html
Search
Print
Home Bookmarks Google TWiki, Inc. :WebHo... Latest Builds The Mozilla Organiza...
AMACUS
Scenery 3
Image: ptc_img34.jpg
Import File into Amacus
OK
Cancel
Document: Done (0.651 secs)

FIGURE 12

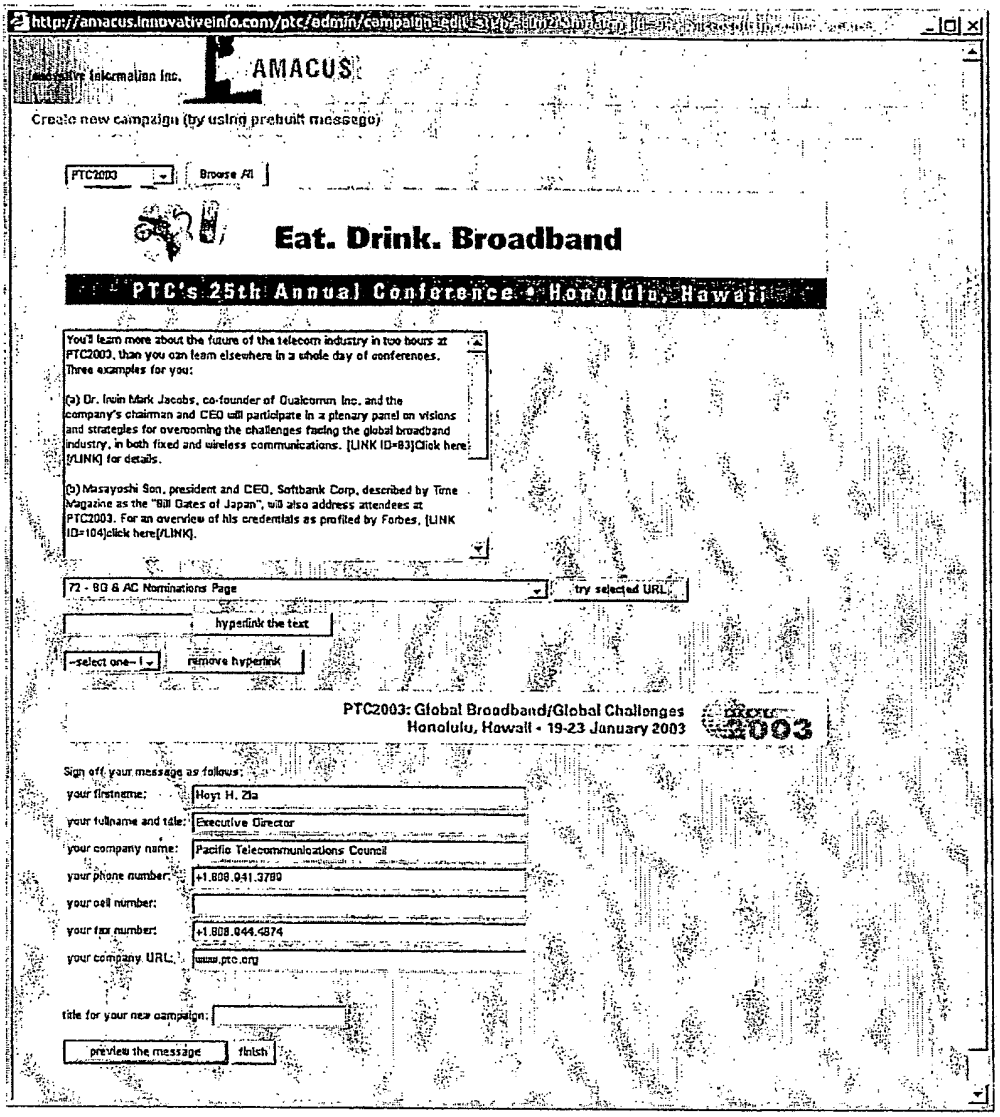
http://amacus.innovativeinfo.com/ptc/admin/campaign_edit_step1.php
AMACUS
Create new campaign (by using prebuilt message)
PTC2003
Browse All
Eat. Drink. Broadband
PTC's 25th Annual Conference • Honolulu, Hawaii
You'll learn more about the future of the telecom industry in two hours at PTC2003, than you can learn elsewhere in a whole day of conferences. Three examples for you:
(a) Dr. Irwin Mark Jacobs, co-founder of Qualcomm Inc. and the company's chairman and CEO will participate in a plenary panel on visions and strategies for overcoming the challenges facing the global broadband industry, in both fixed and wireless communications. [LINK ID=83]Click here[/LINK] for details.
(b) Masayoshi Son, president and CEO, Softbank Corp, described by Time Magazine as the "Bill Gates of Japan", will also address attendees at PTC2003. For an overview of his credentials as profiled by Forbes, [LINK ID=104]click here[/LINK].
72 - BG & AC Nominations Page
try selected URL
hyperlink the text
--select one--
remove hyperlink
PTC2003: Global Broadband/Global Challenges
Honolulu, Hawaii - 19-23 January 2003
2003
Sign off your message as follows:
your firstname: Hoyt H. Zia
your fullname and title: Executive Director
your company name: Pacific Telecommunications Council
your phone number: +1.808.941.3789
your cell number:
your fax number: +1.808.944.4874
your company URL: www.ptc.org
title for your new campaign:
preview the message
finish

FIGURE 13

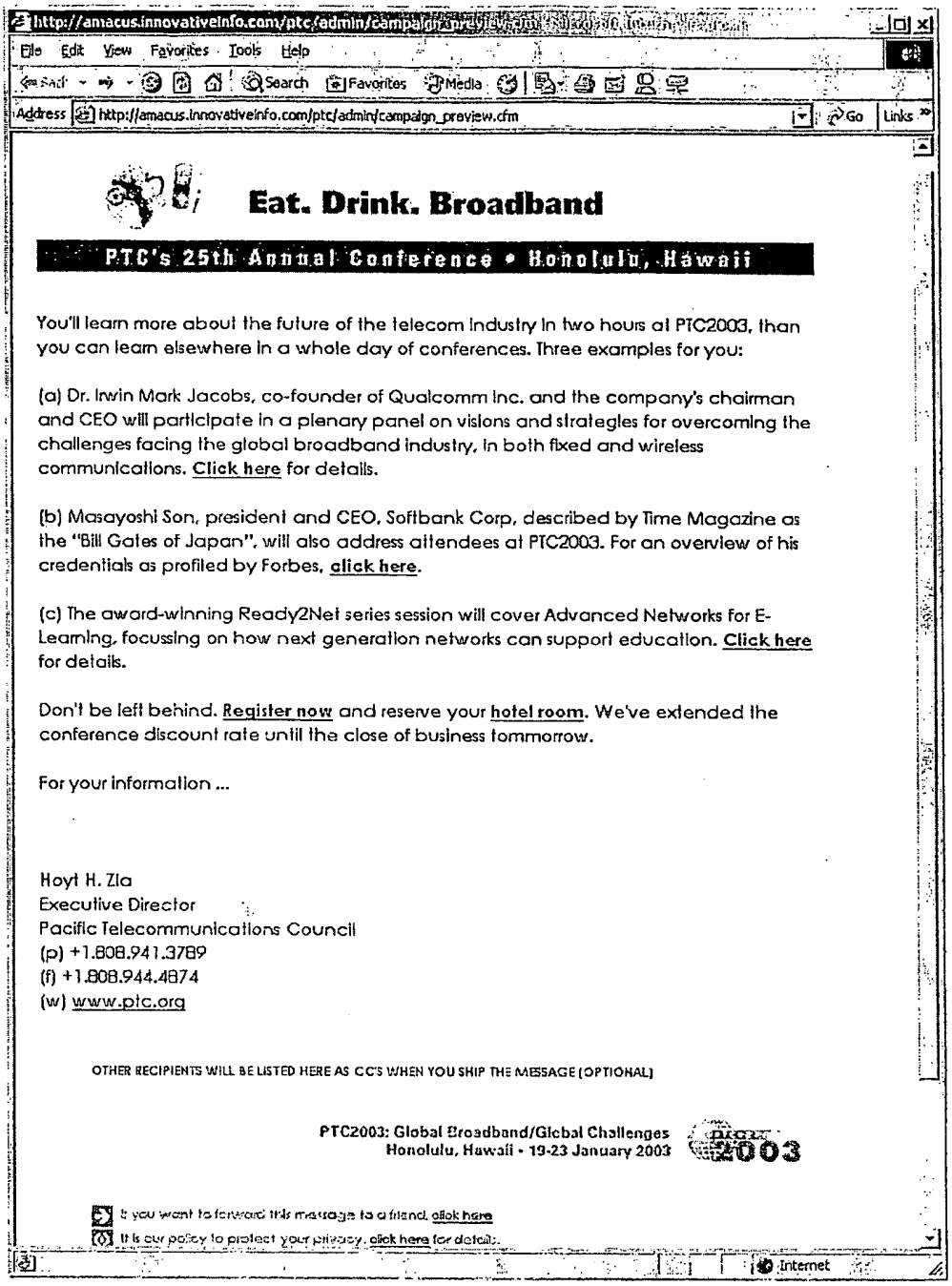
http://amacus.innovativeinfo.com/ptc/admin/campaign_preview.cfm
File Edit View Favorites Tools Help
Search Favorites Media
Address http://amacus.innovativeinfo.com/ptc/admin/campaign_preview.cfm
Go Links
Eat. Drink. Broadband
PTC's 25th Annual Conference • Honolulu, Hawaii
You'll learn more about the future of the telecom industry in two hours at PTC2003, than you can learn elsewhere in a whole day of conferences. Three examples for you:
(a) Dr. Irwin Mark Jacobs, co-founder of Qualcomm Inc. and the company's chairman and CEO will participate in a plenary panel on visions and strategies for overcoming the challenges facing the global broadband industry, in both fixed and wireless communications. Click here for details.
(b) Masayoshi Son, president and CEO, Softbank Corp, described by Time Magazine as the "Bill Gates of Japan", will also address attendees at PTC2003. For an overview of his credentials as profiled by Forbes, click here.
(c) The award-winning Ready2Net series session will cover Advanced Networks for E-Learning, focussing on how next generation networks can support education. Click here for details.
Don't be left behind. Register now and reserve your hotel room. We've extended the conference discount rate until the close of business tommorrow.
For your information ...
Hoyt H. Zia
Executive Director
Pacific Telecommunications Council
(p) +1.808.941.3789
(f) +1.808.944.4874
(w) www.ptc.org
OTHER RECIPIENTS WILL BE LISTED HERE AS CC'S WHEN YOU SHIP THE MESSAGE (OPTIONAL)
PTC2003: Global Broadband/Global Challenges
Honolulu, Hawaii • 19-23 January 2003
2003
If you want to forward this message to a friend, click here
It is our policy to protect your privacy, click here for details.
Internet

FIGURE 14

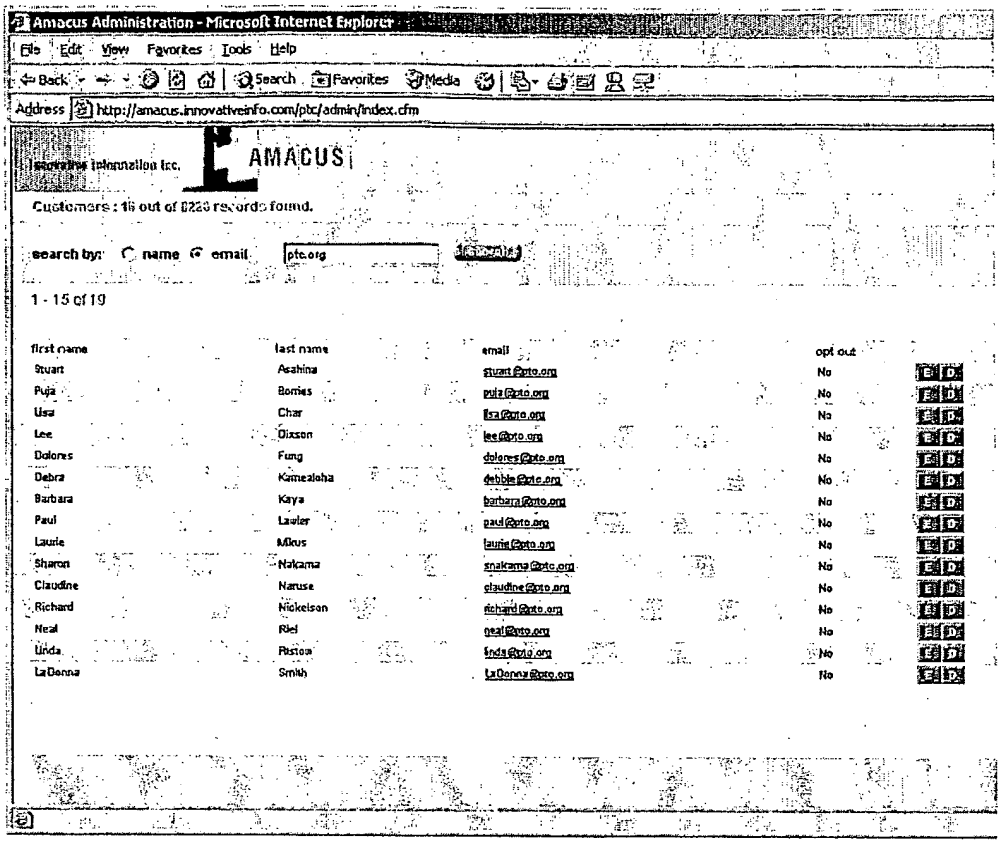
Amacus Administration - Microsoft Internet Explorer
File Edit View Favorites Tools Help
Back Search Favorites Media
Address http://amacus.innovativeinfo.com/ptc/admin/index.cfm
innovative information inc.
AMACUS
Customers : 15 out of 8228 records found.
search by: name email pto.org
1 - 15 of 19
first name last name email opt out
Stuart Asahina stuart@pto.org No
Puja Bomies puja@pto.org No
Lisa Char lisa@pto.org No
Lee Dixson lee@pto.org No
Dolores Fung dolores@pto.org No
Debra Kamealoha debbie@pto.org No
Barbara Kaya barbara@pto.org No
Paul Lawler paul@pto.org No
Laurie Mikus laurie@pto.org No
Sharon Nakama snakama@pto.org No
Claudine Naruse claudine@pto.org No
Richard Nickelson richard@pto.org No
Neal Riel neal@pto.org No
Linda Risioa linda@pto.org No
LaDonna Smith LaDonna@pto.org No

FIGURE 15

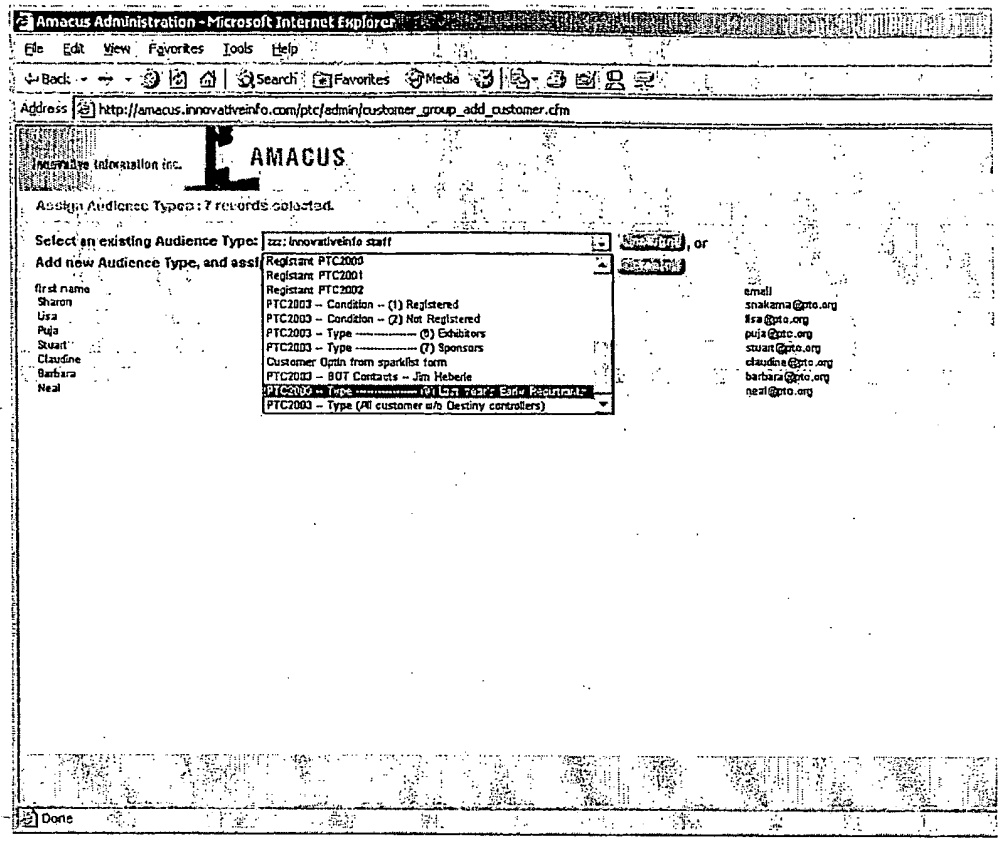
Amacus Administration - Microsoft Internet Explorer
File Edit View Favorites Tools Help
Back Search Favorites Media
Address http://amacus.innovativeinfo.com/ptc/admin/customer_group_add_customer.cfm
AMACUS
Assign Audience Types : 7 records selected.
Select an existing Audience Type:
zzz: Innovativeinfo staff
Add new Audience Type, and ass
, or
Registant PTC2000
Registant PTC2001
Registant PTC2002
PTC2003 -- Condition -- (1) Registered
PTC2003 -- Condition -- (2) Not Registered
PTC2003 -- Type ---------- (6) Exhibitors
PTC2003 -- Type ---------- (7) Sponsors
Customer Optin from sparklist form
PTC2003 -- BOT Contacts -- Jim Heberle
PTC2003 -- Type (All customer w/o Destiny controllers)
first name
Sharon
Lisa
Puja
Stuart
Claudine
Barbara
Neal
email
snakama@ptc.org
lisa@ptc.org
puja@ptc.org
stuart@ptc.org
claudine@ptc.org
barbara@ptc.org
neal@ptc.org
Done

FIGURE 16

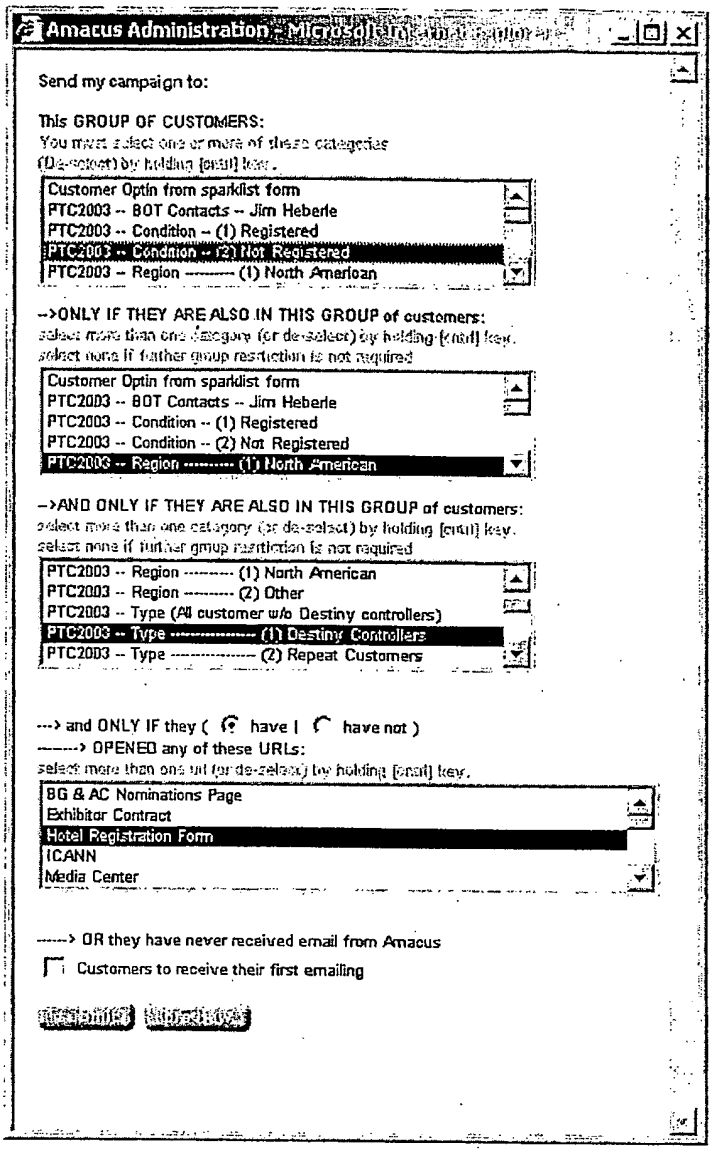
Amacus Administration - Microsoft
Send my campaign to:
This GROUP OF CUSTOMERS:
You must select one or more of these categories
(De-select) by holding [ctrl] key.
Customer Optin from sparklist form
PTC2003 -- BOT Contacts -- Jim Heberle
PTC2003 -- Condition -- (1) Registered
PTC2003 -- Condition -- (2) Not Registered
PTC2003 -- Region -------- (1) North American
-->ONLY IF THEY ARE ALSO IN THIS GROUP of customers:
select more than one category (or de-select) by holding [ctrl] key.
select none if further group restriction is not required
Customer Optin from sparklist form
PTC2003 -- BOT Contacts -- Jim Heberle
PTC2003 -- Condition -- (1) Registered
PTC2003 -- Condition -- (2) Not Registered
PTC2003 -- Region -------- (1) North American
-->AND ONLY IF THEY ARE ALSO IN THIS GROUP of customers:
select more than one category (or de-select) by holding [ctrl] key.
select none if further group restriction is not required
PTC2003 -- Region -------- (1) North American
PTC2003 -- Region -------- (2) Other
PTC2003 -- Type (All customer w/o Destiny controllers)
PTC2003 -- Type ---------- (1) Destiny Controllers
PTC2003 -- Type ---------- (2) Repeat Customers
---> and ONLY IF they (have | have not)
-------> OPENED any of these URLs:
select more than one url (or de-select) by holding [ctrl] key.
BG & AC Nominations Page
Exhibitor Contract
Hotel Registration Form
ICANN
Media Center
------> OR they have never received email from Amacus
Customers to receive their first emailing

FIGURE 17

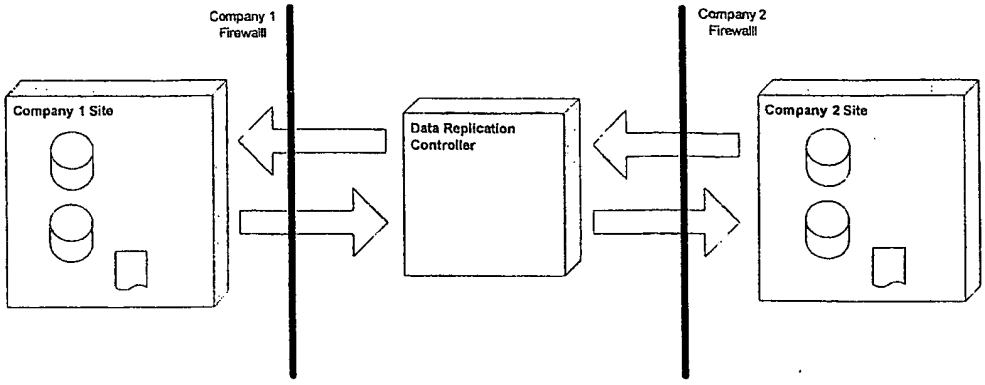
Company 1
Firewall
Company 2
Firewall
Company 1 Site
Data Replication
Controller
Company 2 Site

FIGURE 18

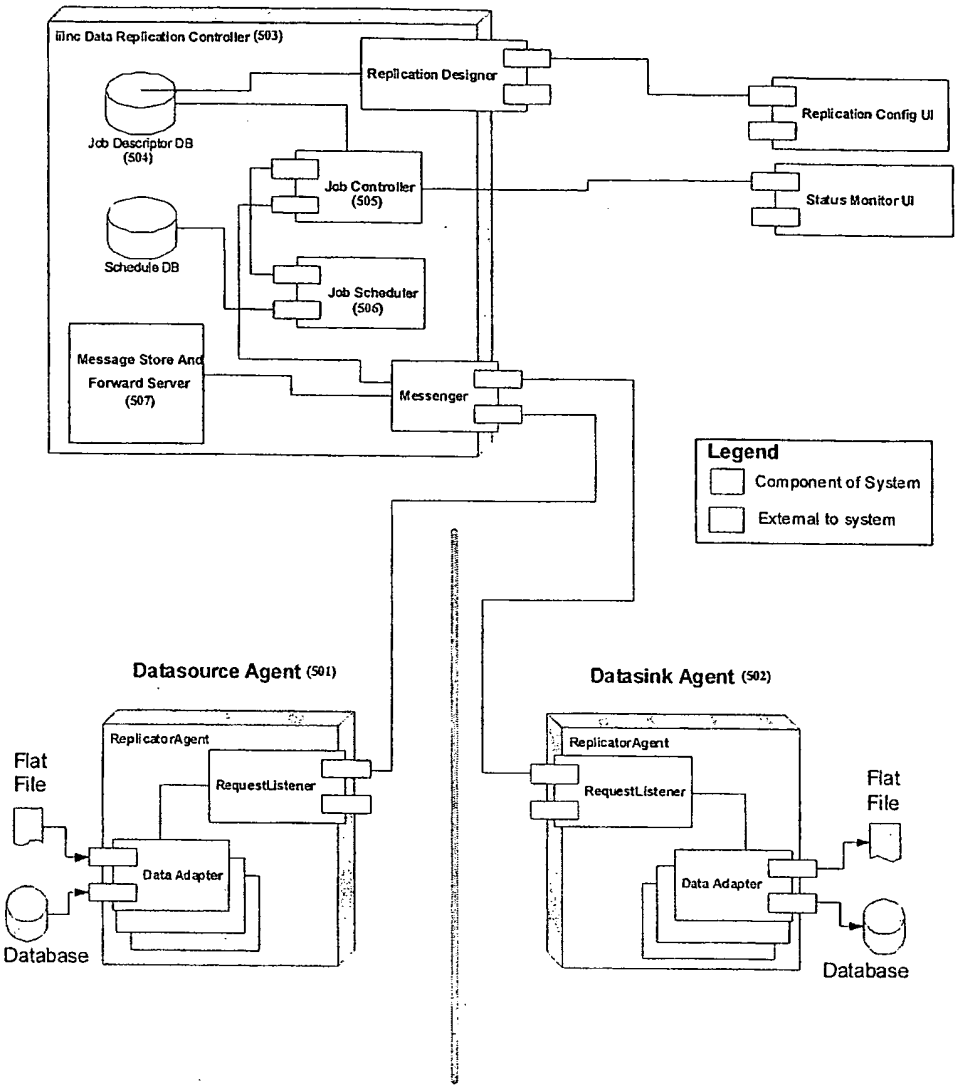
Iiinc Data Replication Controller (503)
Replication Designer
Job Descriptor DB (504)
Replication Config UI
Job Controller (505)
Status Monitor UI
Schedule DB
Job Scheduler (506)
Message Store And Forward Server (507)
Messenger
Legend
Component of System
External to system
Datasource Agent (501)
Datasink Agent (502)
ReplicatorAgent
RequestListener
Data Adapter
Flat File
Database
ReplicatorAgent
RequestListener
Data Adapter
Flat File
Database

FIGURE 19

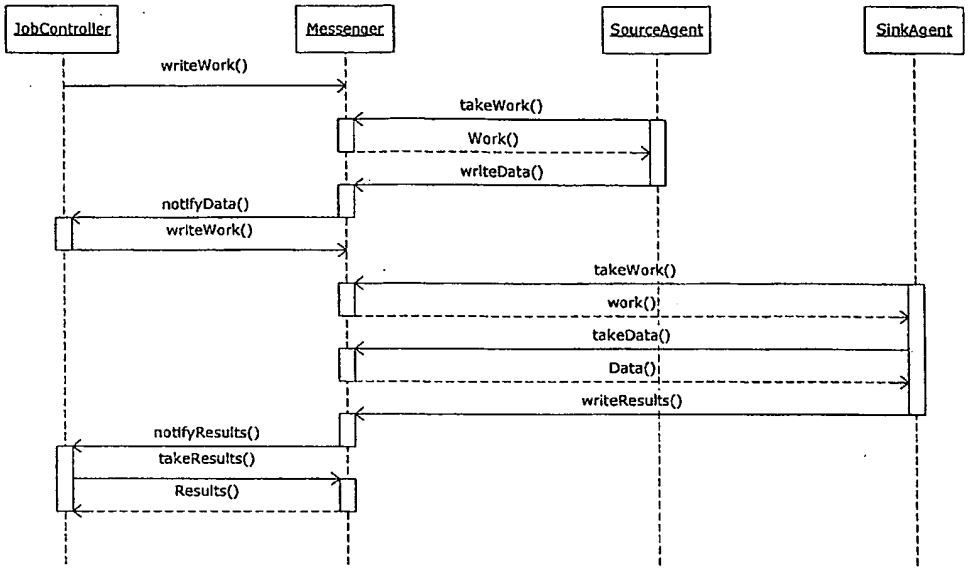
JobController
Messenger
SourceAgent
SinkAgent
writeWork()
takeWork()
Work()
writeData()
notifyData()
writeWork()
takeWork()
work()
takeData()
Data()
writeResults()
notifyResults()
takeResults()
Results()

FIGURE 20

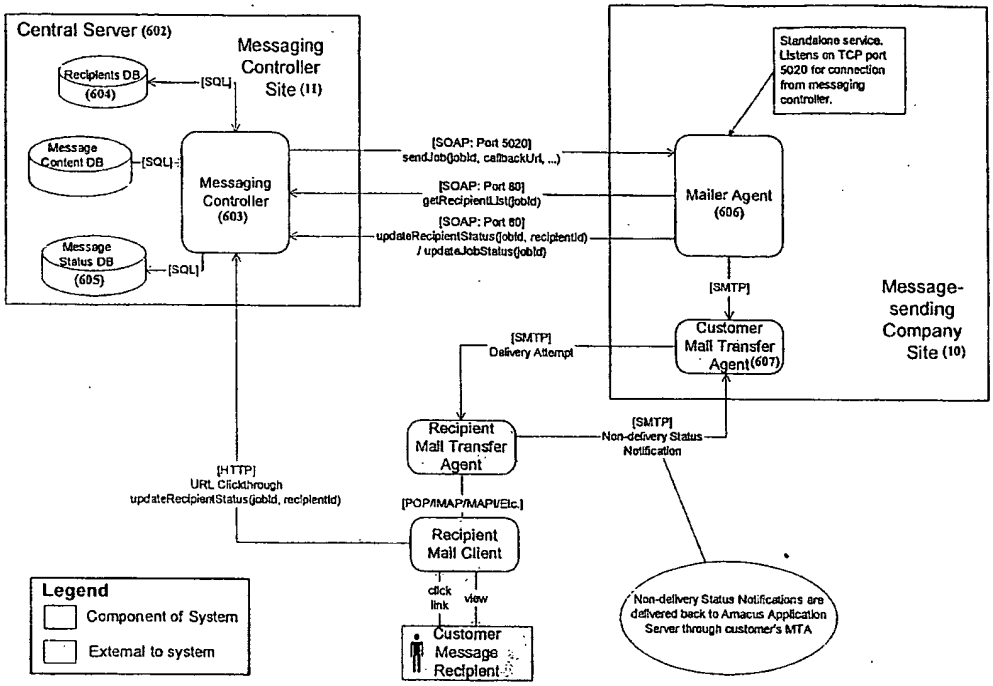
Central Server (602)
Messaging Controller Site (11)
Recipients DB (604)
[SQL]
Message Content DB
[SQL]
Messaging Controller (603)
Message Status DB (605)
[SQL]
[SOAP: Port 5020] sendJob(jobId, callbackUrl, ...)
[SOAP: Port 80] getRecipientList(jobId)
[SOAP: Port 80] updateRecipientStatus(jobId, recipientId) / updateJobStatus(jobId)
Standalone service. Listens on TCP port 5020 for connection from messaging controller.
Mailer Agent (606)
[SMTP]
Customer Mail Transfer Agent (607)
Message-sending Company Site (10)
[SMTP] Delivery Attempt
[SMTP] Non-delivery Status Notification
Recipient Mail Transfer Agent
[HTTP] URL Clickthrough updateRecipientStatus(jobId, recipientId)
[POP/IMAP/MAPI/Etc.]
Recipient Mail Client
click link
view
Customer Message Recipient
Non-delivery Status Notifications are delivered back to Amacus Application Server through customer's MTA
Legend
Component of System
External to system

FIGURE 21

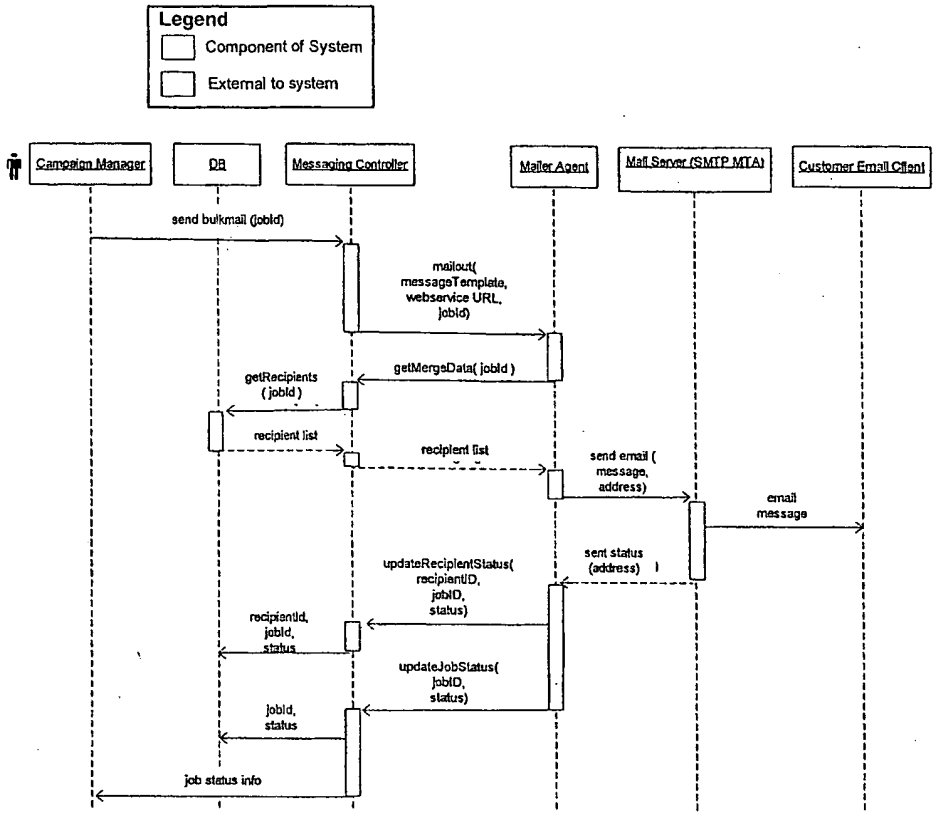
Legend
Component of System
External to system
Campaign Manager
DB
Messaging Controller
Mailer Agent
Mail Server (SMTP MTA)
Customer Email Client
send bulkmail (jobId)
mailout(messageTemplate, webservice URL, jobId)
getMergeData(jobId)
getRecipients (jobId)
recipient list
recipient list
send email (message, address)
email message
sent status (address)
updateRecipientStatus(recipientID, jobID, status)
recipientId, jobId, status
updateJobStatus(jobID, status)
jobId, status
job status info

FIGURE 22

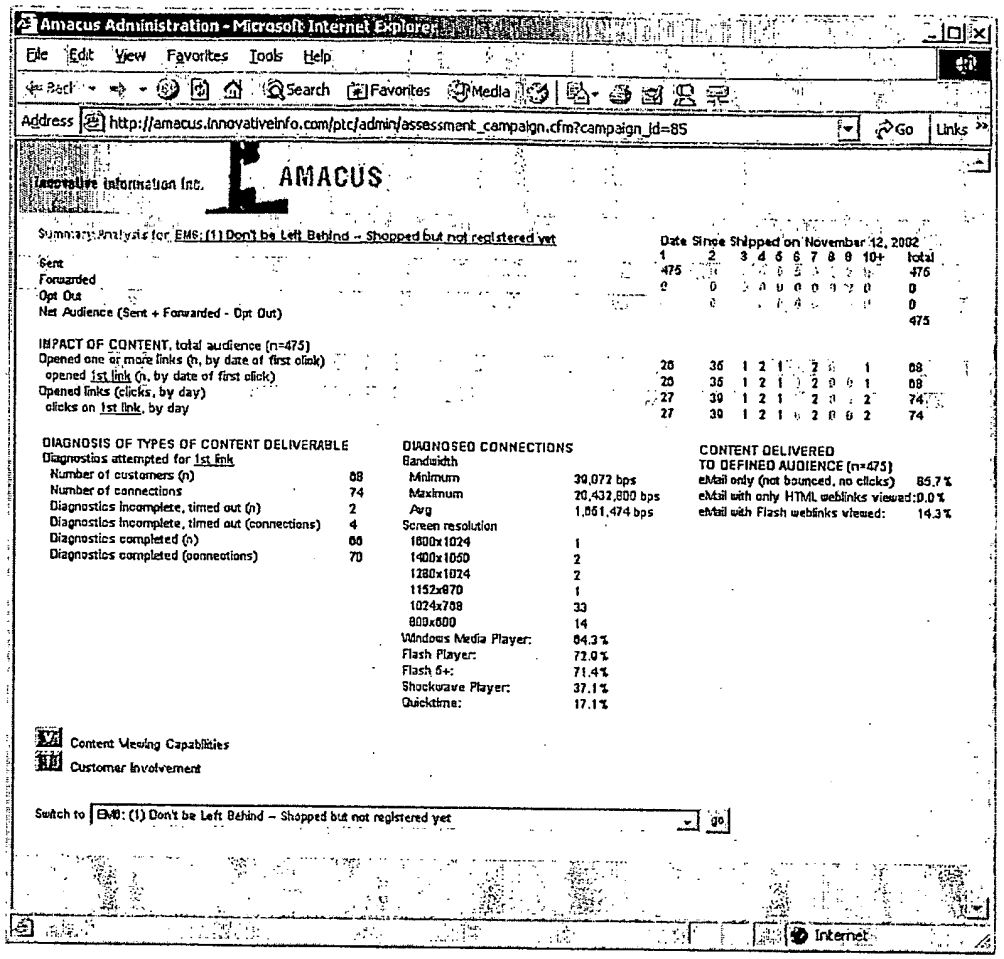
Amacus Administration - Microsoft Internet Explorer
File Edit View Favorites Tools Help
Address http://amacus.innovativeinfo.com/ptc/admin/assessment_campaign.cfm?campaign_id=85
Innovative Information Inc.
AMACUS
Summary Analysis for EM6: (1) Don't be Left Behind -- Shopped but not registered yet
Date Since Shipped on November 12, 2002
1 2 3 4 5 6 7 8 9 10+ total
Sent 475 475
Forwarded 0 0 0 0 0 0 0 0 0 0 0
Opt Out 0
Net Audience (Sent + Forwarded - Opt Out) 475
IMPACT OF CONTENT, total audience (n=475)
Opened one or more links (n, by date of first click) 26 36 1 2 1 2 1 68
opened 1st link (n, by date of first click) 26 36 1 2 1 2 0 1 69
Opened links (clicks, by day) 27 39 1 2 1 2 0 2 74
clicks on 1st link, by day 27 39 1 2 1 2 0 0 2 74
DIAGNOSIS OF TYPES OF CONTENT DELIVERABLE
Diagnostics attempted for 1st link
Number of customers (n) 68
Number of connections 74
Diagnostics incomplete, timed out (n) 2
Diagnostics incomplete, timed out (connections) 4
Diagnostics completed (n) 66
Diagnostics completed (connections) 70
DIAGNOSED CONNECTIONS
Bandwidth
Minimum 39,072 bps
Maximum 20,432,800 bps
Avg 1,861,474 bps
Screen resolution
1600x1024 1
1400x1050 2
1280x1024 2
1152x870 1
1024x768 33
800x600 14
Windows Media Player: 84.3%
Flash Player: 72.0%
Flash 5+: 71.4%
Shockwave Player: 37.1%
Quicktime: 17.1%
CONTENT DELIVERED TO DEFINED AUDIENCE (n=475)
eMail only (not bounced, no clicks) 85.7%
eMail with only HTML weblinks viewed: 0.0%
eMail with Flash weblinks viewed: 14.3%
Content Viewing Capabilities
Customer Involvement
Switch to EM6: (1) Don't be Left Behind -- Shopped but not registered yet
go
Internet

FIGURE 23

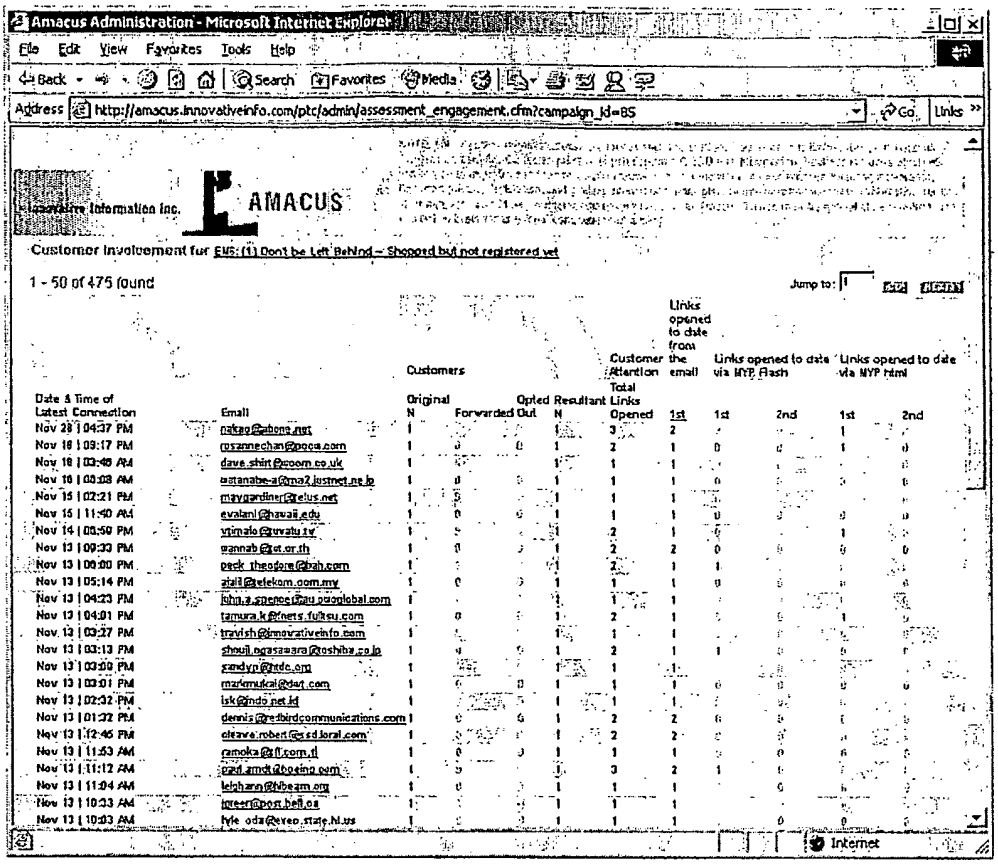
Amacus Administration - Microsoft Internet Explorer
File Edit View Favorites Tools Help
Back Search Favorites Media
Address http://amacus.innovativeinfo.com/ptc/admin/assessment_engagement.cfm?campaign_id=85
Go Links
Innovative Information Inc.
AMACUS
Customer Involvement for EMS: (1) Don't be Left Behind – Shopped but not registered yet
1 - 50 of 475 found
Jump to: 1
Customers
Customer Attention
Links opened to date from the email
Links opened to date via MYP Flash
Links opened to date via MYP html
Date & Time of Latest Connection
Email
Original
Forwarded
Opted Out
Resultant
Total Links Opened
1st
2nd
Internet

FIGURE 24

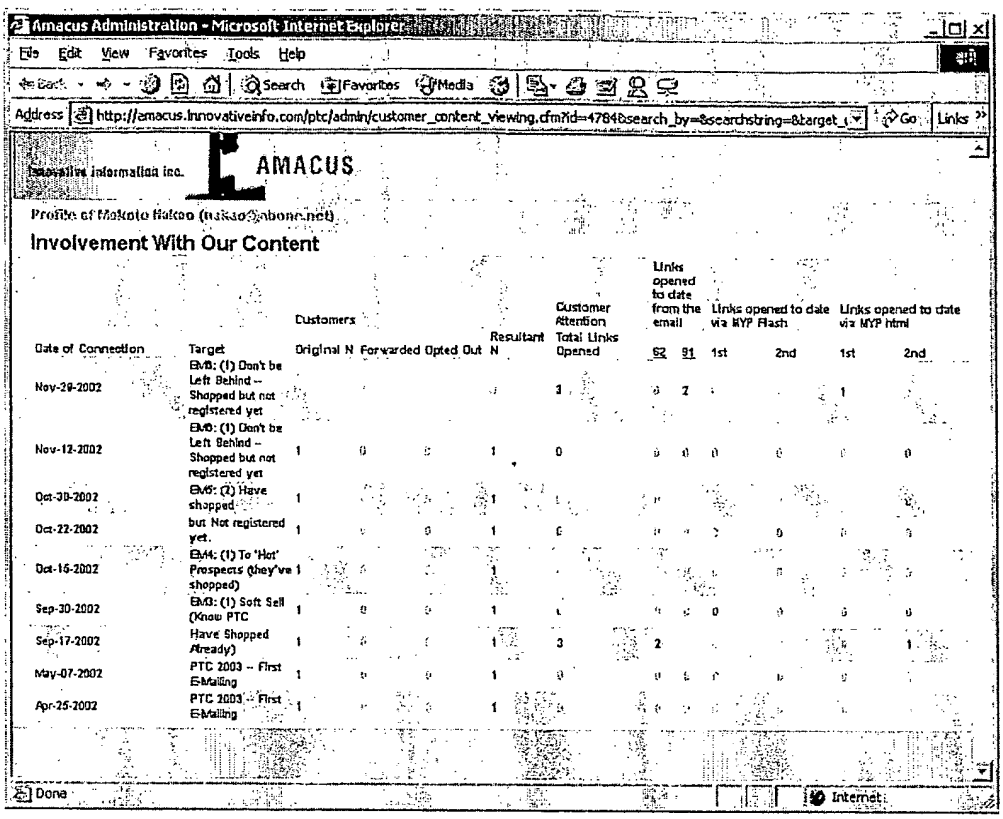

FIGURE 25

samples showing sales growth of 6% from date of deployment, by customer segment

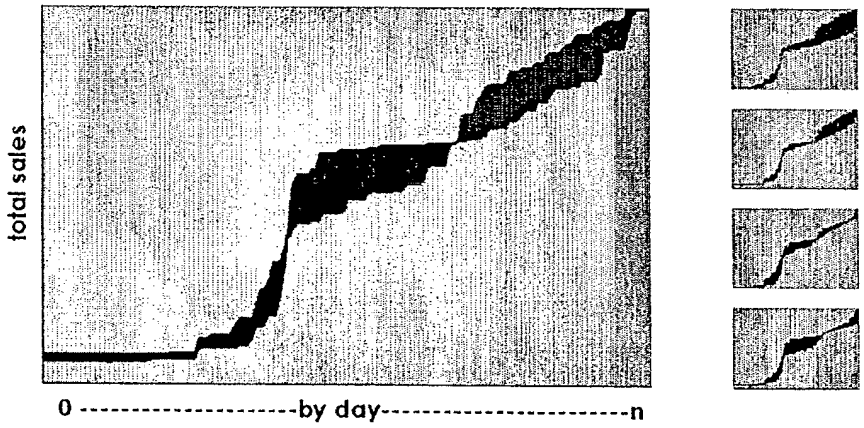

FIGURE 26

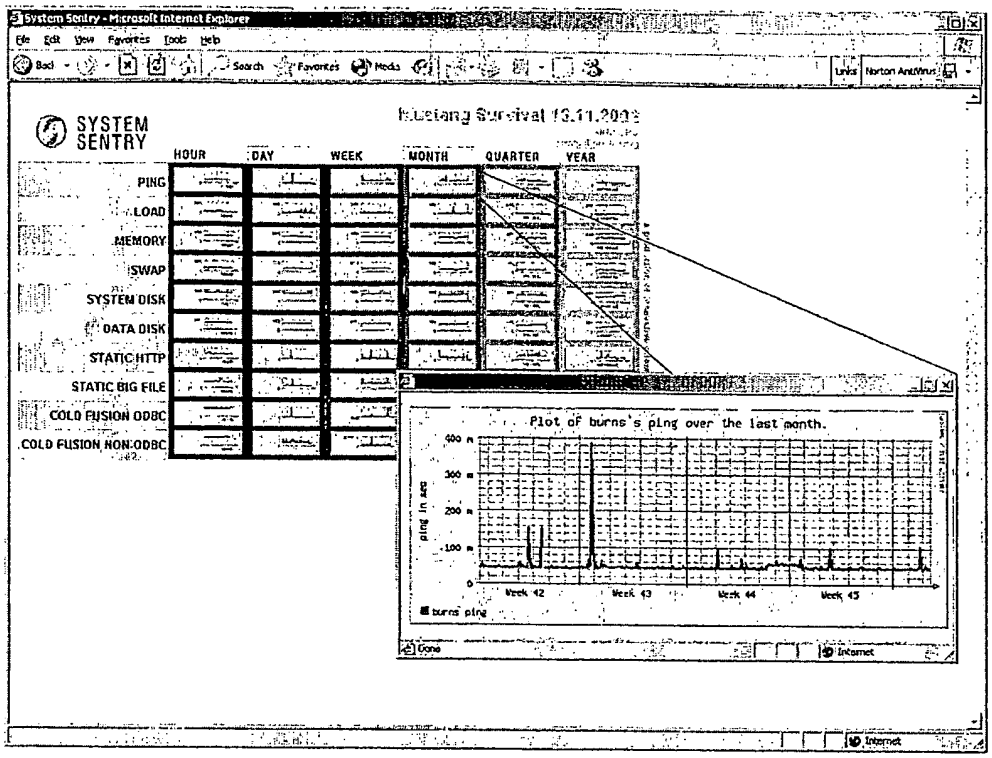
System Sentry - Microsoft Internet Explorer
File Edit View Favorites Tools Help
SYSTEM SENTRY
HOUR
DAY
WEEK
MONTH
QUARTER
YEAR
PING
LOAD
MEMORY
SWAP
SYSTEM DISK
DATA DISK
STATIC HTTP
STATIC BIG FILE
COLD FUSION ODBC
COLD FUSION NON-ODBC
Plot of burns's ping over the last month.
ping in sec
Week 42
Week 43
Week 44
Week 45
burns ping
Done
Internet

FIGURE 27

consignment	reference	destination	pickup date	status
828053892	1220-103US	Duesseldorf	06 Jul 2006	Exception

Input screen tips

email results

828053892 Details

Reference **1220-103US**
Pick up date **06 Jul 2006**
Destination **Duesseldorf**
Delivery Date
Signatory

Date	Time	Location	Status
26 Jul 2006	11:07	Neuss	Not Home On Delivery Attempt To Residential Address
26 Jul 2006	07:19	Neuss	Out For Delivery
26 Jul 2006	05:53	Neuss	Import Received
13 Jul 2006	05:58	Neuss	Import Received
12 Jul 2006	12:09	Neuss	Not Home On Delivery Attempt To Residential Address
12 Jul 2006	07:40	Neuss	Out For Delivery
12 Jul 2006	05:57	Neuss	Import Received
11 Jul 2006	11:12	Neuss	Not Home On Delivery Attempt To Residential Address
11 Jul 2006	07:20	Neuss	Out For Delivery
11 Jul 2006	06:03	Neuss	Import Received
10 Jul 2006	10:24	Neuss	Not Home On Delivery Attempt To Residential Address
10 Jul 2006	07:08	Neuss	Out For Delivery
08 Jul 2006	07:25	Neuss	Import Received
08 Jul 2006	02:49	Liege Euro Hub	Consignment Received At Transit Point
07 Jul 2006	19:31	London Heathrow Hub	Consignment Received At Transit Point
07 Jul 2006	16:00	London Heathrow Hub	Potential Connection Delay
06 Jul 2006	21:50	Vancouver	Shipped From Originating Depot
06 Jul 2006	17:23	Vancouver	Consignment Received At Transit Point
06 Jul 2006	15:47	Vancouver	Arrived At Sending Depot

Summary / Input screen